

QUILL



Bylines in This Issue

ANNUAL awards by Sigma Delta Chi for distinguished service in journalism were announced in April as follows:

GENERAL REPORTING: **Edward B. Simmons**, New Bedford (Mass.) *Standard-Times*, for a story reviewing the Sacco-Vanzetti case.

RADIO REPORTING: **Jack E. Krueger**, WTMJ and WTMJ-TV, Milwaukee, for coverage of a plane crash.

MAGAZINE REPORTING: **Gordon Schendel**, for an article in *Collier's* exposing rackets in Pennsylvania.

EDITORIAL WRITING: **Bradley L. Morison**, Minneapolis Tribune, for editorials on civil rights.

EDITORIAL CARTOONING: **Bruce Russell**, Los Angeles Times, for a cartoon showing Red China as a ventriloquist's dummy to Stalin.

RADIO NEWSWRITING: **Leo O'Brien** and **Howard Maschmeier**, WPTR, Albany, for an interpretive report of a day's news.

WASHINGTON CORRESPONDENCE: **William K. Hutchinson**, International News Service, for a series of stories, "Is War Imminent?"

FOREIGN CORRESPONDENCE: **Kees Beech**, Chicago Daily News, and **Don Whitehead** Associated Press, for Korean War coverage. (Two awards.)

NEWS PICTURE: **David Duncan**, Life, for a photograph of a freezing and exhausted soldier in Korea.

PUBLIC SERVICE IN NEWSPAPER JOURNALISM: **Atlanta Journal**, for articles on Georgia schools.

PUBLIC SERVICE IN RADIO JOURNALISM: **WAVZ**, New Haven, Conn., for leadership in local news.

PUBLIC SERVICE IN MAGAZINE JOURNALISM: *Collier's*, for an article, "Hiroshima, U.S.A.," designed to alert the public on civilian defense.

RESEARCH IN JOURNALISM: **Robert S. Harper**, Columbus, Ohio, for his book, "Lincoln and the Press."

The judges also voted eight special citations:

General Reporting: **Bruce Blossat**, National Enterprise Service, and **Geri Hoffner**, Minneapolis Tribune.

Radio Reporting: **Leonard Bartholomew**, WGN-TV, Chicago.

Magazine Reporting: **John Bartlow Martin**, Harper's Magazine, and **Howard Whitman**, Colliers.

Editorial Cartooning: **Dan Bishop**, St. Louis Star-Times, **Herbert Block**, Washington Post, and **Vaughn Shoemaker**, Chicago Daily News.

Comment on winning entries and sketches of successful competitors will appear in the June issue of *THE QUILL*.

WHEN Bill Carey, the author of "Wires Flash Type to Florida Dailies" (page 12), moved to Sarasota and started operating radio station WCKY he emphasized news reporting, being a news-trained man. Naturally, this caused him and his radio station to be looked upon with a fishy eye by David B. Lindsay Jr., editor of the Sarasota Herald-Tribune.



BILL CAREY

In fact, we're told that they walked around each other warily at first, like a couple of game cocks. Now Carey's radio station does a Herald-Tribune sponsored newscast.

Maybe Lindsay will write a success story about Carey some day? It would make quite a piece. Bill and his partner, Tony Fernandez, have hoed a hard row putting over their station in a highly competitive field.

A University of Florida graduate and a war time B-17 pilot who spent twenty-two months in German prison camps, Bill Carey did ten years work as newspaper and radio and magazine writer before putting his own station on the air in 1949. He was director of special events for Station WQAM in Miami and a Miami Herald writer.

EDWIN C. HILL, author of "T-V Sees New Field After Kefauver Smash" (Page 7), is a newspaper reporter and radio news commentator whose experience extends over forty years. His "Human Side of the News," now aired by the American Broadcasting Company, has made him a favorite of radio audiences for two decades.

As a young reporter on the old Indianapolis Sentinel, he covered such assignments as the funeral of President Benjamin Harrison. He spent years on the New York Sun when it was famed for its writing. His assignments took him to Europe, Africa and South America.

In the '20's Hill had a fling with the movies, working as a newsreel director and scenario writer, but he returned to his first love and later began a column for *King Features* that bore the present title of his broadcast. He first turned to radio in 1931 where his voice made him a natural.

"GRASS Roots Yield Pay Dirt" (page 15) is another profile by *The Quill's* managing editor of a newspaperman who has achieved considerable fame and some fortune outside of the columns of his own newspaper. The outstanding feature of Wayne Gard's success story, **John T. Bills** contends, is the fact that Wayne's paper, the Dallas Morning News, has had first crack at most of the material which he has used as the basis for his books and magazine articles.

More proof, Bills adds, that a writing man with talent and energy doesn't have to shoot for a syndicated column or the Great American Novel to make a name for himself and cash some gratifying checks. Like his subject, John Bills is a Texan, now real estate editor of the Miami Herald.

MOST journalists are familiar with some of the "little magazines" that so often flourish briefly and die.



ROLAND E. WOLSELEY

But they may be surprised to learn how many little magazines have been born and how many great names in poetry and fiction first saw print in their scanty pages. **Roland E. Wolseley** writes about "Those Little Magazines" (page 10) as an expert. This article will form part of a chapter of his book, "The Magazine World," to be published in June by Prentiss-Hall.

Prof. Wolseley heads the magazine section at Syracuse University's school of journalism and has written some 350 articles for many magazines. A Northwestern University graduate, he has also taught at its Medill School of Journalism, reported and edited daily newspapers in Reading, Pa., and Evanston, Ill. Several of his journalism textbooks are in third and fourth editions. In 1948 he was president of the American Association of Teachers of Journalism.

PHILIP WYLIE'S attack on newspaper editors as "mental children" in the February issue of *THE QUILL* brought cheers and boos from readers everywhere. In "Which Are You Really Mad At, Mr. Wylie—Press or Its Readers?" (page 11), **Norman E. Isaacs** counterattacks.

As managing editor of the St. Louis Star-Times, Norman was one of the clients for the syndicated column whose demise stirred the well-known

Wylie wrath at editors as people who keep things from their readers. On the contrary, Norman says, "eventually it dawned on me that I probably was running the column for my own amusement."

Now 42, Norman Isaacs was managing editor of the *Indianapolis Times* at 26 and won national attention as a crusading "boy editor." Several years ago he opened war on "off-the-record" news material. He served as general chairman of the important Continuing Study project of the Associated Press Managing Editors.

Most of Norman Isaacs' newspaper career was spent in Indianapolis where he started on the *Star*, moved to the *Times* and became chief editorial writer of the *News* before going to St. Louis in 1945. He is now vice-president of the APMEA.

CARTER DAVIDSON tells how newsmen found both "Headaches and Headlines at SHAPE" (page 8), when General Eisenhower came to Europe to take over supreme command. The general wanted to get on with his job of unifying the defenses of twelve nations, the twelve nations wanted parades and state dinners, and the press took to aspirin.

Alabama-born Carter Davidson, now with the *Associated Press* bureau in Paris, has been a foreign correspondent in other European capitals and in the Near East. For three years starting in 1946 he covered the wars in Palestine, as chief of the AP bureau in Jerusalem and Tel Aviv.

His first newspaper job was on the Marion (Ind.) *Leader-Tribune* in 1935. He wrote politics for the Springfield (Ohio) *Sun* and joined the AP at Cleveland in 1943. He went to the London AP bureau in 1945.

JAMES L. JULIAN, assistant professor of journalism at the University of Miami, had blown his safety valve over harsh criticism of schools of journalism even before the American Council on Education for Journalism's recent report was made public. Yelling, "Here's real ammunition to shoot at our critics," he asked for his manuscript back to rewrite.

His "The J-School Graduate Is Doing All Right" (page 14) is the revised product. Any similarity between Jim's style and that of the master journalistic head-knocker, Philip Wylie, is perhaps not accidental. Julian lives about a mile to windward of Wylie on Miami's outskirts.

Jim has read copy on the Miami *Herald*, covered sports for the Houston *Post* and edited a house organ for the Shell Oil Company.

THE QUILL for May, 1951



Advertisements

From where I sit by Joe Marsh

Hope "Cappy" Told Him Where to Get Off!

"Cappy" Fisher—who just retired after thirty-five years as a railroad conductor—was telling about a certain salesman who was often one of his passengers.

"That man was so busy," says Cappy, "he used to bring a dictaphone on the train to catch up on his letters. On one trip he'd been rushing around so much he clean forgot to bring his ticket. Left it on his desk."

When Cappy started to tell him not to worry about the ticket he forgot, the salesman busts out with "Who's worried about the ticket? It's just that now I don't know what city I was going to get off at!"

Cappy might have been pulling our leg, but from where I sit, lots of us get so wrapped up in ourselves we often forget "where we're going." Some folks get so narrow they even begrudge their neighbors the right to enjoy a glass of beer now and then. Let's not forget that just as trains run on steam and oil, democracies run on freedom and tolerance!

Joe Marsh

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In the FIELD of GENERAL REPORTING

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Professional Journalistic Fraternity

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in recognition of his service to The American People
and the profession of journalism through outstanding
accomplishment during the year 1950

**IN THE FIELD OF
GENERAL REPORTING**

The Standard-Times

"The Nation's Best-Read Newspaper"

NEW BEDFORD

MASSACHUSETTS

THE QUILL

A Magazine for Journalists
Founded 1912

Vol. XXXIX

No. 5

Education for Journalism

JAMES L. JULIAN takes up a lively cudgel for journalism school graduates in this issue of *THE QUILL*. It's about time, for the desirability of professional training for journalism is still challenged by too many people who ought to know better. Precisely what should make up a journalism curriculum will always remain open to debate and change, like any other educational process.

The recent report of the Council on Education for Journalism appears to vindicate the majority of editors who have for years hired journalism graduates as a matter of course. It showed that, after six months work, nearly 2,500 were rated well above average by their employers. It covered only graduates of institutions accredited by the ACEJ but it is the first study of its kind and it is highly significant.

Critics of formal professional education for journalism fall into several classes. One vanishing but long vocal group includes those city and managing editors who, even while the American dream was expanding to include two sheepskins in every attic, have not been sure college education was here to stay. I have known a few in my day and I think they were in love with a legend.

Part of this legend is the saga of the old time police reporter. Sometimes he could barely sign his name on his press card but still, in the fond memory of a few editors, he ran faster after a story than the fire horses of their youth. Or perhaps they mourned the tramp copy-reader of yesteryear, that unpredictable genius who picked up Greek and Latin, Kant and Hegel in odd moments between hangovers.

In their day many of these men were great. Today they prove no more than the horse and buggy doctor would prove in a laboratory equipped for the latest blood chemistry. Newspapermen still follow the fire equipment and cultivate the desk sergeant, and they always will. They need also to be knowledgeable about nuclear fission and streptomycin, juvenile delinquency and the great unanswered doubts that afflict most men as to their destiny in an atomic world.

IT IS the editors who are aware of man's precarious destiny that form the important group of critics of journalism training. Unlike the sentimentalists, they cannot be laughed off. Nor do most of them really question the desirability of professional education for journalism. They are simply concerned with its nature and quality. And joined inseparably with the quality of education is the quality of those admitted to its classrooms and certified as reasonably capable of its practice.

I suspect that the minority of employers who still prefer a liberal arts graduate as a prospective reporter do so not because they object to classroom training in news gathering, writing and editing. They simply fear that a journalism graduate will have spent too high a proportion of his college time on such courses at the expense of his general education. Certainly this has happened in education for other professions, including some of the most ancient ones. It may be unavoidable in medicine, for example, where the size of the technical field to be covered is enormous.

Actually, as all employers should know by now, the schools of journalism as a whole place great emphasis on liberal arts training and limit the proportion of laboratory work in journalism. I know very few journalism educators who do not agree on this balance of general and professional studies. What is more, most of the teachers are themselves men with a broad education and degrees in many fields.

But the demand for more and more technical journalism courses is strong. They look good in the university catalogue. The student himself, eager to get as fast a start as possible, is more likely to elect a new laboratory course than, say, a seminar in political science. Youth, contrary to popular notion, is "practical." Today's youth is unusually so.

RAPID strides in the mechanics of communications have emphasized this trend towards a multiplicity of technical instruction. The written word has become the spoken word and the pictured word. There is a whole new study of mass communications. The latter is a superb field for research but some of it only indirectly concerns journalism as the term is generally defined.

So we have some embryo journalists—and occasional teachers—more fascinated by the mechanics and the formulas of their profession than by its basic matter, fact and opinion. Such a trend could well disturb thoughtful journalists. They feel that what is communicated must always remain more important than how it is communicated, circulation experts and Hooper-raters to the contrary.

Certainly a theoretical knowledge of typography and printing, of electronics and photography and the many arts and sciences that go into modern communication is desirable for a journalism graduate. But never at the expense of the basic educational disciplines that teach him to gather information, evaluate it as news and impart it to others.

Journalists, as much or more than most professional men, must continue to be educated, not merely vocationally trained. Perhaps journalism educators need to make their goals clearer to their occasional critics.

CARL R. KESLER

Editor

CARL R. KESLER
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Associate Editors

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NEAL VAN SOOT
LEE HILLS

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Award for Public Service in Newspaper Journalism

Founded in 1883, The Atlanta Journal is justifiably proud of its history, its long record of high achievement. Today we are prouder than ever. We are proud of Margaret Shannon, a staff reporter since 1945. Through her Better Schools series, carried in 15 installments on the opposite editorial page, Miss Shannon helped to bring about changes and improvements in the Georgia school system. For this notable work, The Atlanta Journal has been presented the Sigma Delta Chi Award for Public Service in Newspaper Journalism. We are grateful for this honor. The Atlanta Journal was established to serve the public. It will always serve the public.



**The
Atlanta Journal**

"Covers Dixie Like the Dev"

*The senate hearings enthralled millions
and raised some delicate questions. Now*

T-V Sees New Field After Kefauver Smash

By EDWIN C. HILL

NOT since Ed Stokes pumped three bullet holes into Jim Fisk, over the affections of an actress named Josie Mansfield back in 1872, has New York been so stirred by an event as it was when the Senate Crime Investigation Committee held public hearings in New York City.

The spectacle was televised by the American Broadcasting Company over a 34-city television network to an estimated audience of twenty million persons. Business in these cities fell off noticeably in stores, in restaurants, bars and motion picture theaters.

A Detroit theatre owner wailed, "the Kefauver Committee is murder." Housewives neglected their chores by day, and at night the family stayed home. A popcorn company in Nashville sent the committee a thankful telegram for doing a monumental job in stimulating sales 112 per cent.

The hearings proved to be the most absorbing video ever presented because it mirrored the scene as it existed. The committee and the witnesses put on the show, and the home audience was brought right into the courtroom to watch the unrehearsed drama of reluctant witnesses fencing to keep from saying too much.

These twenty million persons who crowded into the small courtroom of Foley Square in New York also gained new insight into the manner in which some city officials rise to power, as well as into the vast authority wielded by unsavory men. The personalities of the central figures in this true-to-life crime drama contributed greatly to its interest.

Senator Estes W. Kefauver, a lanky, soft-spoken Tennessee Democrat, ruled the proceedings with admirable calm. Rudolph Halley, chief counsel, was the young, persistent, gravel-voiced prosecutor who methodically built up his case. Senator Tobey of New Hampshire was the public's Voice of Conscience.

The parade of witnesses were alternately droll, voluble, stubborn, arrogant, sly and sometimes even humorous. It was Hollywood casting at its best, but overall was the knowledge

that it was a truly serious moment in the lives of those appearing before this committee of justice.

When the hearings were held in New York City, television station WPIX, operated by the New York Daily News, made the pick-up from which ABC fed its video network. ABC-TV had its cameras on the scene and originated the network telecasts when the committee moved to Washington, D. C.

At the outset of the public hearings Halley stipulated that because of the size of the rooms in which the hearings were to be held, only one television station would be allowed in, but had to feed all others wishing to carry the proceedings.

THE issue of privacy was brought up as a legal point by two witnesses to prevent the committee from probing into their affairs. James Carroll, St. Louis betting commissioner, wouldn't testify in St. Louis before the cameras but did so reluctantly in Washington to avoid contempt charges.

Frank Costello, underworld leader, said television held him up to public ridicule and prevented him from thinking clearly. But he too went on with the show after the committee agreed to show only his hands, which proved more eloquent than full-face closeups.

Costello wringing his hands, twisting handkerchiefs, downing innumerable glasses of water, gave a deep insight into the turmoil which went on in the mind of the 60-year-old witness as his association with politicians and racketeers was brought to light.

On strictly legal grounds it's hard to justify the issue of invasion of privacy raised by these two witnesses. Public hearings have been held in this country since 1610, when the entire community crowded into the Jamestown meeting house to hear a defendant deny he had larceny in his soul when he took over a neighbor's farm after getting the man drunk on elderberry wine and suggesting a friendly card game with corn and wheat as table stakes.

The growth of population meant an end to the town meeting but now tele-



EDWIN C. HILL, who discusses televising of the crime quiz, is a veteran reporter and ABC commentator.

vision has brought it back. The community can sit again in judgment.

Yet many thoughtful citizens, while conceding the tremendous popularity of this television spectacle, are uneasy about the newly-discovered ability to move a public hearing into the home. The Kefauver Committee conducted its inquiries with restraint and its motives are above reproach.

But it is conceivable that some future Congressional committee might have for its motive the smearing of honorable persons whose political or economic views differ from their own. Senator Wiley of Wisconsin sees clearly the danger that innocent witnesses could suffer ruin of their reputations if their rights are not carefully protected. He said that unless good taste becomes standard conduct in these matters, "televised hearings will degenerate into three ring circuses and unjust inquisitions under Kleig lights."

Still, I believe it would be in the public interest to continue the telecast of significant Congressional inquiries as well as of some sessions of Congress. Robert E. Kintner, president of the American Broadcasting Company, believes it would make the public more aware of problems affecting their welfare.

He states: "Telecasting of sessions of Congress would be an extremely important service to the public, and would be equally important as a means of permitting the Congress to keep in close touch with public opinion."

I agree with this viewpoint if such coverage can be handled with the same restraint as shown in telecasting of the Senate Crime Hearings.

When Eisenhower went to
Europe newsmen found

Headaches, Headlines At SHAPE

By CARTER DAVIDSON

PARIS.

THE General was insisting on quiet dignity and a busy schedule.

European capitals were insisting on state dinners and parades.

Some 200 newsmen and photographers were insisting on getting the news.

Those three insistencies crashed headon when General of the Army Dwight D. Eisenhower flew to Europe in January to take over his job as commander of Supreme Headquarters, Allied Powers in Europe (SHAPE).

"Ike" was making his first tour of the twelve Atlantic Pact nations which are supplying men, money and machines for his army. And he was making headline copy.

For the newsmen, covering the story was such a problem that aspirin and benzadrine consumption rose to a new high. For the General's staff, the whole project was so far different from past public relations experiences that a 2,000-word account of it was recorded as a course of instruction in the Armed Forces Information School!

General Eisenhower always is big news, whatever he does. This time the job he had was historic, too. As a result, his first appearance in Paris, January 7, attracted the biggest crowd of newspapermen in one spot since the war.

General Eisenhower's public relations men insist that "Ike" himself doesn't realize his own newsworthiness. His story, in fact, had to be covered on terms laid down by Eisenhower before he arrived.

Some of his rules were:

1. He would make a statement to reporters at every stop but would answer no questions, grant no interviews.

2. No newspapermen could join the official party.

3. Since he was a twelve-nation commander, American foreign correspondents were to get no press facilities not available to reporters from Oslo, Reykjavik, Lisbon or elsewhere.



CARTER DAVIDSON, who reports on the mad race to cover Ike's Atlantic Pact tour of 12 nations, is a member of the Associated Press staff at Paris.

4. There would be no receptions, state dinners or troop reviews.

Rule No. 4 nearly caused mass apoplexy in some capitals of celebration-loving Europe.

When Eisenhower's advance staff arrived in Paris, a bare two days ahead of the General, it found French government functionaries gleefully arranging the sort of Grade A welcome accorded visiting chiefs of state.

There would, they explained, be a parade into Paris from Orly Airfield, accompanied by two regiments of plume-hatted horsemen and a band. There would, they added, be a review of the guard and a state reception.

COLONEL Frank Dorn, then chief of the advance public relations arrangements, took one shocked look at the arrangements, recalled the "Old Man's" orders and said flatly: There wouldn't.

The General's plan, said Dorn, was to alight from his plane, get directly into a car and drive to his quiet, residential hotel. There would be no parade, no review, no band and no reception.

The French tried to bargain. Perhaps a drum and bugle corps? No, said Dorn. Two buglers? No.

"Aha," cried a French officer in

triumph. "General Eisenhower will be met at the airport by our General Blanc. And General Blanc has two buglers wherever he goes. Your general may land without music, but our general will have music!"

It was a clear victory for France. Two buglers trumpeted the French version of "Hail to the Chief" when General Eisenhower landed.

There were just seven public relations officers in the SHAPE organization in January. Three of them stayed in Eisenhower's temporary headquarters in Paris and the other four leap-frogged each other, in best circus press agent style, through the eleven cities "Ike" visited on his 21-day tour.

The public relations officers came out of that three weeks reeling and swearing, but with everybody — i.e. nearly everybody — happy and content.

Newsreel men, for example, left Orly Airport in a huff, refusing to shoot any footage of the Paris arrival because the General's Constellation came to a stop in such a position that cameras would have to be pointed into the sun when "Ike" came down the ramp.

Others who were not so happy were the thirteen newsmen and photographers who tried to make the whole

tour, keeping Eisenhower in sight at every stop. That meant following, by commercial plane, the General's jammed timetable.

The only man who made it was Preston Grover, chief of the *Associated Press* bureau in Paris. "Pres" managed to keep the furious pace all the way to Iceland, leaving a trail of abandoned laundry behind him.

The others dropped out of the frustrating chase at various points along the itinerary that wound from Paris through Brussels, The Hague, Copenhagen, Oslo, London, Lisbon, Rome, Luxembourg, Frankfurt, back to Paris, and then to Reykjavik.

THE newsmen pooled their interests at Brussels and chartered a plane. Once they had to make an emergency landing at Hamburg, Germany, because their pilot couldn't break through the weather over Copenhagen.

After Copenhagen, which they finally reached just as the general was leaving, the newsmen tried to fly to Oslo but their plane iced up so heavily they had to turn back. Trying to regain Copenhagen, their plane dipped to within feet of the North Sea, with great chunks of ice breaking off the wings and smashing back against the fuselage.

"There must be," the newsmen agreed, "some other way to make a living."

Colonel Dorn had been borrowed from the Pentagon's Army press section for the trip. He recruited three other officers from throughout the country, and all of them had only a matter of hours to pack and get to Paris.

Colonel John Virden got his orders while on the professor's podium of a class at Carlisle Barracks, in Pennsylvania. Lieut. Colonel Barney Oldfield was at a basketball game in Kansas City during a Christmas vacation, just after returning from duty in Korea. Army Major Walter Grisetti was handed his orders while trying to storm the Chattahoochee River during exercises at Fort Benning, Georgia.

These four flew to Paris New Year's Eve to join three others on SHAPE's PIO staff. The Navy had sent Captain Charles Freeman and Commander Frank Loveless from Washington, and the European Command had lent Captain Fred Minton from the U. S. Air Force PIO at Wiesbaden.

So hectic were those early days in the Astoria Hotel in Paris that newsmen not only had the problem of getting news, they had also the daily chore of finding the PIO offices. The officers were moved up and down stairs, and in and out of offices so

much that one of them finally told a caller:

"Don't try to come to my office because it probably won't be here by the time you ride up in the elevator."

The public relations officers were capable and competent, but their work was made difficult at every turn by General Eisenhower's passion for peace and quiet in which to do his work, and by the fact that there was little hard news to be had.

The General was cooperative up to a point, so long as it didn't interfere with his work schedule, and he frequently went out of his way to help the newsmen and photographers.

Once, in Paris, photographers shouted their usual "just one more, please," and the General took a cabinet minister by the arm and wheeled him around so they could pose together.

"You may be short of a lot of things over here," said General Eisenhower, "but there certainly is no shortage of film."

Colonel Dorn, who bore the incongruous nickname of "Pinky," and who was a wartime brigadier general in the China-Burma-India theater, absorbed a lot of heat from frustrated reporters during the tour—nearly all of it unfair and uncalled for.

Newspapermen, almost without exception, turn and claw the man nearest to them when press relations bog down. Dorn's job was to be the nearest man. There never was a happier man than he on the night he finished his chores and headed back to the Pentagon.

Capt. Charley Freeman became the top officer in PIO when Dorn left. But when Eisenhower returned to report to Washington, there was little news, and what little there was usually had to be attributed to "reliable sources."

Freeman's main job, at the start, was to organize the staff; and tell visiting reporters that what they were speculating about was not confirmed from any official source. Often he longed for the peaceful days of the war when he commanded a fleet of submarines.

COLONEL Oldfield had qualified for a PIO job by serving ten years as a feature writer and movie editor on the *Nebraska State Journal*, then later working as a press agent for Warner Brothers. He put in seven years as a paratrooper and public relations officer.

Among his other experiences, Oldfield once had worked a summer with Ringling Brothers circus. That qualified him, in the opinion of his fellow officers, to plan the advance press arrangements for the Eisenhower tour.

Colonel Virden, a colorful Oklahoma newsmen who worked for the *United Press* in the early '30's, esti-

mates that General Eisenhower saw and spoke to more than 1,000 newspapermen during his tour, was on the radio in every country with a translation riding over his voice, and caught all the newsmen and television shows.

Virden, who spent most of the war attached to Claire Chennault's famous Fourteenth Air Force in Asia, also tells a story to illustrate just how widely known was General Eisenhower, particularly to telephone operators. Virden was in Oslo one midnight, trying to telephone to Paris.

It was a vital call, having to do with a sudden change in arrangements. But European telephone systems are a thing apart. Between the Norwegian operator, the French operators and everybody else and his brother who got on the line, Colonel Virden was getting nowhere fast.

Finally his Oklahoma drawl announced ominously: "Look here, now. I'm in General Eisenhower's party and this is an urgent, official call."

Seconds later, a Kansas drawl came over the wire, inquiring: "Colonel Virden, just what is it you want?" Virden explained that he was in Oslo, trying to call headquarters in Paris. The Kansan then drawled: "Well, for your information, you are now connected with General Eisenhower's bedroom in Copenhagen."

WHEN General Eisenhower flew out of Europe to report to President Truman and Congress on his findings, his public relations staff heaved a sigh of relief and prepared for a breath of air.

But the newsmen still were nearly 200 strong in Paris, and they still wanted copy. They were mostly political writers or feature writers. Only a few of them were the war correspondents an Eisenhower headquarters knew six years earlier.

The main question yet to be answered when "Ike" went home was the location of a permanent headquarters. SHAPE had taken over the seven-floor Astoria Hotel, a few yards from the Arch of Triumph, as a temporary base, and it was in full swing. Some of the officers in it were veterans of SHAEF, the supreme headquarters allied expeditionary force, which "Ike" commanded during the war.

The main difference between SHAPE and SHAEF, according to men who served in both, is that SHAPE has fewer people and more problems. SHAEF, they recall, was a closely geared machine that ran with one purpose: to win a war. SHAPE is flung out over twelve countries and has two primary purposes: (1) prevent a war, and (2) get ready for it if it comes.

(Turn to page 20)

*They are little known and even less prosperous.
But first to recognize many noted writers were*

Those Little Magazines

By ROLAND E. WOLSELEY

With some friends I started *Advance*; you've probably never heard of it, have you, it isn't much mentioned in the family. It was appallingly juvenile as all such little magazines were, but it had some good things in it.

THUS does a character in John Brook's novel of magazine life, "The Big Wheel," describe what he obviously considers an early journalistic indiscretion. His fictional *Advance* displayed characteristics of the typical "little magazines"—the windmill tilts, the one-man magazines. They are little in many ways, but particularly little known.

This area of journalism is small in circulation, deeply interested in politics or literature or both, sometimes unorthodox in social viewpoints, usually sophisticated. It is occasionally experimental in content or format, and non-commercial in aim.

Because it is small in circulation as well as format it may be confused with pocket magazines or digests, which are small only in the physical sense. Truer cousins of the little magazines are the better established quality quarterlies and monthlies, several of which began as little magazines. The little magazine classification is left behind when the periodical has passed the 5,000 mark in circulation.

From 100 to 150 "littles" were issued each year during the forties. The most recent count, late in 1950, turned up not quite 100, but they are difficult to trace, so this figure is conservative. Their death rate is great.

Circulation often goes no higher than 1,000 copies and is likely to be less. Because they are financially insecure, these magazines' owners keep them physically modest. They range from pocket size to nine by twelve inches, but the small format is usual. Quarterly or just now-and-then are favorite publication periods. The Canadians had one honestly called *Now-and-Then*.

Subscription prices are higher by comparison with grown-ups of the magazine world, ranging from two to ten dollars a year. Single copy prices are often fifty cents but sometimes as high as two dollars. The little magazine of today frequently is published by universities and colleges or by fac-

ulty members, by a group of dissenting, avant garde writers, or by politically rebellious artists and thinkers.

Some of the better-known little magazines published in the United States in recent years have borne

"Those Little Magazines" is taken from a chapter of Prof. Wolseley's "The Magazine World," to be published in June by Prentice-Hall. The editors of *The Quill* are grateful for permission of author and publisher to publish this in advance.

titles that signify artiness, defiance of the world, or special aspirations:

Retort	Neurotica
Imagi	Epoch
Circle	Illiterati
Accent	Furioso
The Tiger's Eye	Matriz
Line	Experiment
Portfolio	Hudson Review
Approach	Gale
Decade	Kenyon Review

The short-lived but influential magazine edited by Emerson, Thoreau, and Margaret Fuller, *The Dial*, is a candidate as first of the modern type of little magazine in the United States.

A LITTLE magazine" as defined by its historians, "is a magazine designed to print artistic work which for reasons of commercial expediency is not acceptable to the money-minded periodicals or press." That aim motivated successors to *The Dial*—Louise Imogen Guiney's Boston magazine, *The Knight-Errant*; in San Francisco, *The Lark*, and in Chicago, *The Chap Book*. When Harriet Monroe founded *Poetry* in Chicago, in 1912, she was continuing the interest of the poets, who have gone on establishing and sacrificing for the little magazines since the days of *The Dial*.

In 1914 another Chicagoan, Margaret Anderson, founded *The Little Review*, now remembered because its editor was the only one willing to print a novel called "Ulysses," the work of one James Joyce of Dublin. During the dozen years of its life, a long one

for a little magazine, the *Review* also published the writings of others destined to fame: T. S. Eliot, Ezra Pound and Wyndham Lewis.

Another that lasted a dozen years was *The Midland*, issued in Iowa City and edited, at different times, by two prominent American authors and teachers: Frank Luther Mott and John T. Frederick. This magazine inspired *The Prairie Schooner* and *The Frontier*, later combined and still published at the University of Nebraska as a quarterly out of the little class.

THE first world war stimulated the publication of these hidden magazines. The disillusionment following that war was expressed in New York and Paris by American writers with opinions not welcomed by conventional magazines. *Transatlantic Review*, *transition*, and *This Quarter* gained international attention.

One day in 1930, Edward J. O'Brien, noted short story anthologist, received from Tennessee a magazine produced on a duplicating machine. None of the contributors to *The Gyroscope* was familiar. He examined its pages for stories that might go into his annual collection of the best. Three obscure writers impressed him: Katherine Ann Porter, Janet Lewis and Caroline Gordon.

He not only reprinted some of the stories but also in his anthology suggested that other literary groups imitate the methods of *The Gyroscope*. The proposal was taken seriously by two writers, Whit Burnett and Martha Foley, and in 1931 *Story* was born. The editors were foreign correspondents in Austria and issued a magazine in their spare time.

Later they moved to the island of Majorca, where living was inexpensive. They put all their spare money into *Story*, printing it on a 17th Century hand press, sending to other parts of Europe for types (especially the "w," which is not used in Spain). The circulation during the first year was only 600, but among contributors were Manual Komroff and Kay Boyle.

Soon the editors took it to the United States, where it was published until 1948. It had not been revived as this was written in 1951. During its more than sixteen years it carried several thousand stories, including original work by Ernest Hemingway, William Faulkner, Erskine Caldwell, and William Saroyan.

THE flurry of interest in little magazines that had begun before the first world war continued until the second war began in 1939.

As the newly-discovered writers (Turn to page 19)

THE QUILL for May, 1951

Which Are You Really Mad at, Mr. Wylie-- Press or Its Readers?

By NORMAN E. ISAACS

THE average American newspaper editor has few illusions left. He has his ethical standards, but he is not fool enough to think that all intelligent men recognize, or even understand, them. He has come to be tough-hided about the repeated attacks on the press and he is more than a little cynical about the motives of those who do the running down.

A good many of us, though, are a trifle sad about the newest public convert to the theme that we in newspapering are charter members of the oldest profession—either knowingly being wicked and morally corrupt, or simply because we are "mental children."

The reference is, of course, to that widely known polemicist, Philip Wylie. We're sad because Phil Wylie has been one of our favorites among the more disputatious essayists.

This most recent effort of his, however, "What Freedom of What Press?"* doesn't rank as one of his better pieces of work. It was more a philippic than a comprehensive argument. He would have been a lot more honest and on much better ground if he had simply taken the theme: "Why I Failed as a Columnist."

Mr. Wylie's writing technique has seemed—at least to my eye—quite clear. It is the old "a-good-attack-is-the-best-defense" method and it works well much of the time.

MR. W., as every one of his followers knows, has long taken on all manner of dragons, a good many of them of the papier mache variety. He has fought with moms, with some branches of psychiatry, with various and sundry forms of modern witchcraft and now, like so many others, the press.

My newspaper was one of the subscribers to Philip Wylie's column. I guess ours fell in that category he used as "some papers subscribed for my column and used it often."

I have to confess that nobody pressured it out of the paper. I cheerfully passed into print some of his wildest

shafts. But nobody ever seemed upset about it. If any advertiser ever was distraught about it, it never came to my attention which probably means they didn't read it, or didn't give a hang.

Eventually it dawned even on me that I probably was running the col-

In the February issue of *The Quill*, Philip Wylie called "most" newspaper editors "mental children." In this article, a managing editor asks his critic such questions as what big advertiser recently failed to curb any freedom of the press.

liberty of occasionally editing a phrase or two. I wasn't trying to change the masterful Wylie prose. It was simply that I thought I recognized a habit



NORMAN E. ISAACS, St. Louis Star-Times, answers columnist's criticism.

umn mainly for my own amusement, but I guess even an editor is entitled to one or two minor pleasures of his own. Wylie the columnist finally ran out of gas and so the column disappeared from our paper. I got no reaction whatever. Nobody seemed to miss it; nobody seemed to care but me—and, I now gather, Phil Wylie.

I must concede that I did take the

of exaggeration and tried an occasional dab of qualification in an effort to make him sound like a thoughtful guy to the fellow who might stray into his writings.

I am not joking about the exaggeration. Just take the piece he wrote for *THE QUILL*. One sentence asked: "Why is the front page of every Amer-

(Turn to page 18)

* *The Quill*, February 1951.

Wires Flash Type to Florida Dailies

By **BILL CAREY**

Engineer-editor takes lead in developing first teletypesetter network to serve independently operated newspapers with AP report.

THE right man for the job! That's what the Associated Dailies of Florida got when David B. Lindsay Jr. was elected president of the organization in April, 1950. In him they got just the right combination of talents to head the Association's most progressive step to date in news transmission—a teletypesetter network which may eventually serve most Florida dailies.

An engineer by training, Lindsay yielded to the lure of newspapering after World War II in which he served as an artillery officer. He could hardly resist, being a third generation newspaperman.

At 29, he is editor and general manager of the Sarasota *Herald-Tribune* and vice president of the Chronicle Publishing Company of Marion, Indiana, publisher of the *Marion Chronicle* and *Marion Leader-Tribune* and owner of radio station WMRI.

Only an idea when he took hold of the teletypesetter network project in

April, 1950, it grew to pulsating reality in nine short months. Since January 24, 1951, five Florida afternoon dailies have been links in the network that simultaneously sets type in their composing rooms from a central news office in St. Petersburg.

THE teletypesetter principle is not new. In Florida alone, individual newspapers in Miami, St. Petersburg and Orlando have used the system for some time. And in other parts of the country newspapers with common ownership have employed it to speed news to member papers. But the Florida network is believed to be the first time that independently owned newspapers have banded together through a state association to work for a state-wide circuit.

This revolutionary cooperative publishing development first began operating between the *Evening Independent* of St. Petersburg and the *Sarasota Herald-Tribune*. Lindsay directed the

initial installations and worked out the bugs after reaching agreement with L. C. Brown, then publisher of *The Independent*.

Editorial and mechanical staffs of the two newspapers decided on what part of the daily *Associated Press* file of state, national and world news would be transmitted each day. The telephone company and the manufacturers of terminal equipment for the circuit checked out favorably and after a week's test run over a telephone line between St. Petersburg and Sarasota the initial link began regular service on August 4, 1950.

The daily news budget which had been agreed upon was consolidated in the central news office at the *Independent*. The stories, teletyped through a coded tape perforating machine, were transmitted over nearly 100 land miles to a re-perforating machine in the *Herald-Tribune* composing room. Here, the electrical impulses were snapped back into a coded tape and fed di-

DAVID B. LINDSAY JR., Sarasota *Herald-Tribune*, led development of first teletypesetter network in Florida.



CODED PERFORATED TAPE (left) transmits electrical impulses that set type (right) simultaneously in five Florida composing rooms.



MESSAGE

from

JOHN McCLELLAND JR.
Chairman, Publication Board

HAVE you noticed improvements in THE QUILL?

We hope you have because some real effort is being put forth to improve this magazine for journalists. Additional staff members, new head dress, new body type, a more intensive search for top flight articles, and more pages per issue have all resulted in a more interesting and readable QUILL. Now comes something else we believe is an improvement—a section of Sigma Delta Chi news.

The new QUILL formula calls for a complete separation of the professional journal and material relating to the fraternity. There are several good reasons for doing this. Journalism needs a purely professional magazine. THE QUILL can fill that need, but it cannot do it adequately if it tries to be a fraternity house organ and a professional journal all in one.

Drive for Advertising

A non-fraternal magazine opens the way for new advertising accounts, something we must have to support the bigger and necessarily more expensive QUILL. Finally, because Sigma Delta Chi is a far flung national organization it needs a medium for communication among members—a medium for exchange of news, ideas and information.

Hence, by relegating all Sigma Delta Chi material to this supplement, we improve THE QUILL as a professional magazine and we provide the fraternity with its first real house organ since the days of the old SYNOPSIS.

Along with these changes goes a new drive for more of what is the life blood of any publication—circulation and advertising.

We have retained an advertising representative who will make an aggressive effort to obtain new schedules in the New York, Philadelphia, Washington, D. C. area. Beyond that region we still need volunteer help from professional members.

Many don't realize it, but the job of

(Continued on page 2)



McCLELLAND

Michigan Chapters to Co-host 1951 Convention in Detroit

SDX Confers Highest Honor on Three Men Elected as Fellows

SIGMA DELTA CHI'S three Fellows, elected by the 1950 national convention, received plaques and keys "for distinguished achievements in the profession of journalism" at a special dinner meeting arranged by the Washington professional chapter at the National Press Club.

Those receiving the fraternity's highest honors were Howard Blakeslee, of New York, science editor, The Associated Press; Benjamin M. McKelway, editor, the Washington Star; and Walter Lippman, New York Herald Tribune columnist.

Chosen at Miami Beach

Award winners were named by the convention at Miami Beach last November. Mr. Blakeslee was nominated by the Northwestern undergraduate chapter, Mr. McKelway by the Washington professional chapter, and Mr. Lippman by the Stanford undergraduate chapter. They were chosen from a list of 43 nominees.

Luther Huston, manager of the New York Times Washington bureau and a past president of both Sigma Delta Chi and the Washington professional chapter, conferred the awards in the presence of almost 100 members of the Washington chapter.

Notables in the audience, all SDX members, included Sen. A. S. ("Mike") Monroney; Assistant Secretary of State Edward W. Barrett; David E. Lillienthal, attorney and former chairman of the Atomic Energy Commission; John O'Rourke, edi-

(Continued on page 2)

DETROIT will be the 1951 national convention city for Sigma Delta Chi.

The site was recently set by the Executive Council and the convention will be held in Detroit's Fort Shelby Hotel, November 14-17.

The Detroit Professional chapter of nearly 200 members will be host to the convention during Detroit's 250th Birthday Festival. Co-hosts will be the Central Michigan professional chapter at Lansing and the undergraduate chapters at the University of Michigan and Michigan State College.

Leading journalists of the United States and Canada will address the four-day convention, presided over by John W. McClelland Jr., editor of the Long SDX president.

The Detroit chapter is one of the fraternity's oldest and largest. No professional chapter has exceeded it in service to the national organization. Since 1909, when Sigma Delta Chi was founded at DePauw University, the Metropolitan Detroit area has contributed eight national presidents. Detroit's membership includes six living former presidents, four living former national secretaries.

Pierrott Is President

President of the Detroit chapter and acting chairman of the local convention arrangements committee is George F. Pierrott. He is a past national president of SDX, former reporter, editor of the American Boy and other magazines, and now president and managing director of Detroit's World Adventure Series.

Detroit is a newspaper, radio, and industrial and trade magazine center, offering excellent opportunities to attract nationally prominent speakers. The Fort Shelby is situated in the midst of Newspaper Row—a stone's throw from the three Detroit dailies.

Besides the major automotive industries as stellar attractions, the Detroit chapter has the Cranbrook Institutions close at hand. George Booth, late publisher of the Detroit News, put up the millions that built and endowed the beau-

(Continued on page 2)



PIERROTT

Mr. 20,000!

Seymour S. Zogott (Temple Undergraduate) became the 20,000th member to be enrolled in Sigma Delta Chi. With 1,189 members reported as deceased, membership in the fraternity stood at 18,829 as of March 1. The late Laurence Sloan, first national president, was the No. 1 enrollee back when SDX was founded at DePauw University, April 17, 1906. Three years ago last January, Marshall Field Jr., Chicago Sun-Times editor and publisher, became the 15,000th member.



(Wide World Photos, Inc.)

THREE receive fraternity's highest honor at Washington dinner. Left to right, Luther Huston, New York Times, SDX past president who conferred honors voted by 1950 convention; Benjamin McKelway, Washington Star editor; Walter Lippman, New York Herald Tribune columnist; and Howard Blakeslee, AP science editor.

SDX Confers

(Continued from page 1)

tor, the Washington Daily News; Charles Campbell, director of British Information Services in Washington; Harrington Wimberly, member of the Federal Power Commission.

John Colburn, managing editor, the Richmond Times-Dispatch; John Collins, editor, the Kansas City Star Weekly; Paul Block, of Paul Block Newspapers; Carson Lyman, president of the National Press Club and managing editor of the U. S. News and World Report; and two past presidents of the National Press Club: John C. O'Brien, Washington correspondent for the Philadelphia Inquirer, and Edward Jamieson, Washington correspondent for the Houston Chronicle.

Sol Talshoff, editor and publisher of Broadcasting magazine and president of the Washington chapter, presided at the dinner and at initiation ceremonies immediately preceding it.

Initiates included Messrs. Lippman and Barrett, Morgan Beatty, news commentator for the National Broadcasting Company, and Rufus Crater, associate editor, Broadcasting.

Speakers included Mr. Barrett for the initiates as a former newspaperman and magazine writer and editor now charged with direction of the State Department's overseas information program; Senator Monroney, speaking from the standpoint of a legislator; and Mr. O'Rourke discussing the cause of the current serious international situation.

The 1950 Fellows are the third group to be awarded the fraternity's highest honors. Previous fellows honored are:

1948: Barry Faris, editor-in-chief, International News Service, New York; Erwin Canham, editor the Christian Science Monitor, Boston; and Harry J. Grant, chairman of the board, Milwaukee Journal.

1949: Palmer Hoyt, editor and publisher, the Denver Post; Dr. Frank Luther Mott, dean, University of Missouri School of Journalism; and James G. Stahlman, publisher of the Nashville Banner.

Detroit Chosen

(Continued from page 1)

tiful Cranbrook school, situated on a rolling 300-acre estate 20 miles from Detroit.

Another possibility will be "International Night" across the Detroit River to Windsor, Canada, where the Windsor Daily Star stands ready to play host at the Armory of the famous Essex Scottish regiment. "We would have a kilted bagpipe band and other typical 'fixings,' and speakers of international reputation," suggests Mr. Pierrotti.

Other members of Mr. Pierrotti's local convention arrangements committee are:

List Convention Committee

A. A. Applegate, Leonard R. Barnes, William H. Beatty, Mark A. Beltaire III, Frederick L. Black, Brewster P. Campbell, Charles E. Caril, Felix M. Church, Albert C. Cochrane Jr., Ralph B. Curry, Marshall Dann, Anthony DeLorenzo, Richard A. Femmel, Fred Gaertner Jr., Frank P. Gill, Joe R. Hainline, Robert A. Harley, Hugh W. Hitchcock.

W. Sprague Holden, Peter R. Kollins, William S. Lampe, E. P. Lovejoy, Seth W. Mattingly, Wesley H. Maurer, William H. McGaughey, Sheldon Moyer, William C. Patterson, Robert B. Powers, Franklin M. Reck, Morton D. Smerling, Dale Stafford, Robert B. Tarr, George F. Taubeneck, William J. Trepangier, Edward L. Warner Jr., Leonard Westrate, Lee A. White, Stoddard White, Thoburn H. Wiant, John David Williams, Lee H. Wilson and Stewart J. Wolfe.

The Executive Council also received convention invitations from the St. Louis professional chapter and the Oklahoma A. and M. undergraduate chapter. Charles C. Clayton, St. Louis Globe-Democrat, SDX vice-president, was chairman of the convention site committee.

RAY J. SCHUCK (Oregon '43), former publisher of the Yuba City (Calif.) Herald, is now assistant information officer for the Bureau of Reclamation, Coulee Dam, Wash.

SDX Council Approves New Endowment Fund

The first step has been taken in the establishment of the Sigma Delta Chi Endowment Fund, with the transfer of \$15,347.25 to federally insured savings and loan associations where it now draws interest and thus provides the fraternity with a source of income which can be used to finance such projects as the awards program.

At the last meeting of the Executive Council, held at Miami Beach, Florida, last November, it was voted to approve the recommendations of Executive Director Victor E. Bluedorn that such an endowment fund be established.

Establishment of an Endowment Fund has been the goal of SDX since 1936 when such a project was first proposed. At that time a committee on finance was appointed and in 1937 the committee's name was changed to Finance Committee for Endowments. At that time the late Chase S. Osborn, past National Honorary President, contributed \$500 to the fund. The war years, with the curtailment of fraternity activities, forced the tabling of the program.

To date the net payments from 897 Key Club memberships, totaling \$12,681.25, plus \$246 of miscellaneous funds and the \$500 donated by the late Chase S. Osborn, have been deposited in this fund. All future payments for Key Club memberships and contributions will be added to the fund.

McClelland

(Continued from page 1)

editing THE QUILL is largely a labor of love. Carl Kesler, member of the Chicago Daily News editorial staff and chairman of the executive council of Sigma Delta Chi, continues as editor. John Billis, broadcast editor of the Miami Herald, is managing editor. The time is coming, we hope, when we can afford full-time staff members and, who knows, we may see the time when THE QUILL can pay contributors.

Seeks Continued Support

Since becoming a member of the Executive Council in 1946, I have contended to the point of becoming tiresome, that Sigma Delta Chi must have an exemplary journal. It has seemed to me incongruous that a society of professional journalists, espousing the best practices in journalism, should be engaged in a journalistic endeavor that was anything less than the best.

THE QUILL should be the best example of journalism that top men in the profession of journalism are capable of producing. It can be that always if the top men, who are, for the most part, members of Sigma Delta Chi, are willing to give their time, talent and energy in producing material that will not only be a credit to THE QUILL, but will constitute a valuable contribution to the cause of better journalism.

JOHN W. McPHERSON (New York Professional), editor of American Druggist, New York, is president of the Society of Business Magazine Editors. He began as a reporter for the Des Moines (Ia.) Register and Tribune. He became editor of the American Druggist in 1942.

Three New Chapters Join Fraternity's Professional Group

THREE NEW professional chapters have been installed, bringing the total to 37 such chapters in Sigma Delta Chi. The new chapters are Illinois Valley (Peoria); North Eastern Ohio (Cleveland); and Central Michigan (Lansing).

Magenheimer Heads New Illinois Valley Chapter

GEORGE MAGENHEIMER, associate editor of the Peoria Journal, was chosen president of the newly-organized Illinois Valley professional chapter installed this year at Peoria.



MAGENHEIMER

Carl Kesler, chairman of the Executive Council and editor of THE QUILL, installed the chapter, which includes members from the Peoria Journal and Peoria Star, Galesburg Register-Mail, and other members located in the Peoria area.

Central Michigan Chapter Names McKesson Pres.

ABOUT 40 attended the installation ceremonies for the new Central Michigan professional chapter at Lansing. A team from the Detroit chapter initiated five Lansing and Battlecreek news and radio men.



McKESSON

Knight D. McKesson, Lansing State Journal, was elected president of the new chapter. Jack Leonard, was chosen vice president; Jerry Kenney, secretary; and Michael LePere, Lansing State Journal, treasurer.

Chairman Carl Kesler of the Executive Council presented the chapter with its new charter. A. A. Apple-gate represented the Michigan State undergraduate chapter.

Northeastern Ohio Elects Porter First President

PHILIP W. PORTER, assistant Sunday editor and columnist of the Cleveland Plain Dealer, was named president of the North Eastern Ohio professional chapter established at Cleveland.

The chapter was installed by Charles C. Clayton, St. Louis Globe-Democrat editorial writer and SDX national vice-president in charge of professional affairs. The Cleveland chapter will include members from the North Eastern Ohio area, including Akron.



CLEVELANDERS get charter for North Eastern Ohio SDX professional chapter, marking 37th such group in fraternity. Left to right: Charles C. Clayton, St. Louis, national vice-president and installing officer; Norman Shaw, Cleveland Press, chapter vice-president; Arman L. Merriam, public relations counsel, secretary-treasurer; and Philip W. Porter, Cleveland Plain Dealer, president.

Professional Chapter Secretaries

ATLANTA, Ga. Harry Spitzer Rich's Advertising Dept.	HOUSTON, Tex. (Texas Gulf Coast) Donald D. Burchard Texas A and M College College Station, Tex.	PEORIA, Ill. (Illinois Valley) Harry Watson Bradley University
AUSTIN, Tex. Herschel Hunt Drawer G, Capitol Station	INDIANAPOLIS, Ind. Richard L. Taylor P. O. Box 1676	PHILADELPHIA, Pa. Arnold Synderman Station WTTM Trenton, N. J.
BOSTON, Mass. (New England) John H. Gleason Boston University	JACKSONVILLE, Fla. (North Florida) Allen Skagg University of Fla. Gainesville, Fla.	PORTLAND, Ore. Ralph Millisap 621 S. W. Alder St.
CHICAGO, Ill. (Headline Club) Ford Worthing 333 N. Michigan Ave.	KANSAS CITY, Mo. (Kansas City Press Club) Cornelius Ashley 2600 Telephone Bldg.	SACRAMENTO, Calif. Doug Martin 1915 Eye St.
CLEVELAND, O. (Northeastern Ohio) Arman L. Merriam 826 Williamson Bldg.	LANSING, Mich. (Central Michigan) Jerry Kenney 924 N. Washington	SAN FRANCISCO, Calif. Frank E. Marsh 555 Post Street
COLUMBUS, O. (Central Ohio) Wayne V. Harsha 24-15th Ave.	LOS ANGELES, Calif. (American Inst. of Journal- ists) Roy L. French 3518 University Ave.	SEATTLE, Wash. (Puget Sound) Elmer C. Vogel Associated Press Seattle Times Bldg.
DALLAS, Tex. Jack H. Johnson 1901 McKinney Ave.	LOUISVILLE, Ky. Vernon B. Bowen The Louisville Times	SIOUX FALLS, S. D. (South Dakota) Clifford L. Ellis Barracks 122 Brookings, S. D.
DENVER, Colo. (Colorado) Robert Chandler 1666 California St.	MIAMI, Fla. (Greater Miami) Stuart G. Newman 606 Lincoln Rd. Bldg. Miami Beach, Fla.	SPOKANE, Wash. (Inland Empire) Joseph C. Wellman E. 3817 Latawah
DETROIT, Mich. W. Sprague Holden Wayne University 475 Putnam	MILWAUKEE, Wis. Tony Ingrassia Milwaukee Sentinel	ST. LOUIS, Mo. William Zalken 1876 Arcade Bldg.
FT. WORTH, Tex. Warren Agee Texas Christian Univ.	NEBRASKA (Lincoln, Nebr.) William H. Hies University of Nebr.	SYRACUSE, N. Y. (Central New York) Arch C. Wagar P. O. Box 704
FARGO, N. D. (North Dakota) Alvin E. Austin University of North Dakota Grand Forks, N. D.	NEW YORK, N. Y. H. D. Weber 10 East 46th St.	URBANA, Ill. (Central Illinois) Jack W. Jareo 623 S. Wright St. Rm. 213 Champaign, Ill.
HONOLULU, Hawaii Donald H. Burum Honolulu Star Bulletin		WASHINGTON, D. C. Dick Fitzpatrick 1300 National Press Bldg.

SDX Personals

NEAL VAN SOOY (Stanford '33), past president of Sigma Delta Chi, has been appointed general manager of the Lake-wood (Calif.) *News-Times*, a weekly in Los Angeles County. He had previously been director of news research for Clark & Associates and formerly was publisher of the *Azusa Herald* and *Pomotropic* and *Santa Paula Chronicle*.

WILLIAM L. THOMPSON (Chicago Professional), former Chicago manager of *Broadcasting* magazine, has joined the sales staff of MBS Central Division as an account executive. He was previously a reporter for the Chicago Tribune and Washington *Times-Herald* prior to joining Broadcasting.

FRANK CUNNINGHAM (Wash. & Lee '32) recently received the *Leash and Collar* magazine award for "the best dog book of 1950." The book, "Red Rock II," was co-authored by Cunningham and Brig. Gen. WILLIAM R. WHITE, (ret.).

DEANE WALDO MALOTT (Kansas '21), chancellor of the University of Kansas since 1939, will become president of Cornell University, July 1. Malott studied journalism during his undergraduate days at the University of Kansas and earned a master's degree at Harvard Business School in 1923. He gave up plans to run a rural newspaper in order to remain at the school as assistant dean.

THOMAS E. WARD (Northwestern '49), formerly news editor of the *Associated Press*, Chicago bureau, is now in the public relations department of U. S. Steel Corp., Chicago. He is the son of ASCH WARD (Chicago Professional), sports editor of the Chicago Tribune.

WARREN BATEMAN (Georgia '38), publication editor, Georgia Power Co., is president of the Atlantic chapter of the Southern Industrial Editors Association.

DUANE A. STROMBERG (Wisconsin '30) is a reporter for the *Marquette* (Wis.) *Eagle-Star*.

DONALD COE (Syracuse '35) has been appointed director of special events for the American Broadcasting Co., New York. He joined ABC as a war correspondent in May, 1944, after having been with the *United Press*. He returned to this country after the last war to become news editor for ABC in New York.

R. FULLERTON PLACE (Drake Professional), former Des Moines, Ia., newspaperman and now director of public relations for the St. Louis Community Chest, is currently president of the St. Louis chapter, Public Relations Society of America.

CHARLES L. LINTON (Drake '48) has been appointed news director of radio station KICD, Spencer, Ia. He was formerly continuity director of KICD.

JOHN MARCHAM (Cornell '50) is now a reporter for *Life* magazine, New York. LARRY JINKS (Missouri '50) and ARTHUR GATTE (Missouri '50) are now copy editor and sports editor respectively of the *Muskogee* (Okla.) *Phoenix-Democrat*.

HARRY E. BIRDSONG (Wisconsin Professional), professor of journalism at Temple University, was honored as "Professor of the Year" at Temple. A former newspaperman on the *Kansas City Star*, Prof. Birdsong was director of journalism at Butler University before becoming head of the Temple journalism department in 1927. He resigned from the latter post in 1949 to devote full time to teaching.

Nebraska Editor Honored For Outstanding Work

Raymond A. McConnell Jr. (Nebraska Professional) editor of the Lincoln *Nebraska State Journal*,



McCONNELL

was among the "Ten Outstanding Young Men of 1950" named by the United States Junior Chamber of Commerce. He was chosen for his "impartial and meritorious reporting of the news through the columns of his newspaper."

Mr. McConnell, 35, had previously directed a Nebraska "All Star" presidential primary election, earning for the *Journal* the Pulitzer prize in 1948. He has been a staunch advocate of soil conservation, traveling more than 6,000 miles inspecting dams and attending meetings preparatory to undertaking an educational program through the columns of the *Journal*.

Mott Retires as Dean Of Missouri J-School

Dr. Frank Luther Mott (Iowa '27) is retiring as dean of the University of Missouri School of Journalism, effective July 1. He will continue as dean emeritus and as a member of the faculty, devoting his time to teaching, research and writing.

Dr. Earl F. English (Iowa Professional) will succeed Dr. Mott as dean of the Missouri journalism school. Dr. English joined the faculty as associate professor in 1945 and was made associate dean of the school in 1949.

Frank W. Rucker (Missouri Professional), until recently co-publisher of the *Independence* (Mo.) *Examiner*, will join the Missouri school of journalism as an associate professor, June 1.

A Sigma Delta Chi Fellow, Dr. Mott won the Pulitzer prize in American history in 1939. He became dean at Missouri in 1942 after directing the University of Iowa School of Journalism. He will be an acting professor of journalism at Stanford University during the summer quarter.



**Wear Your
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Serving Uncle Sam

Capt. ROBERT F. KAROLEVITZ (So. Dakota State '44) has been appointed public information officer of the Seattle Port of Embarkation. He served in the Philippines and Japan as an infantry company commander and division historian. After leaving the Army, Capt. Karolevitz did public relations work for Curtiss Candy Co., Chicago. He returned to active duty early this year.

GEORGE A. BUCHANAN (Texas '30) qualified for enlistment in the U.S. Air Force with a perfect record, the first time this score had ever been made in the history of recruiting stations in Texas. He is stationed at Lackland Air Force Base, San Antonio, Tex., and has been assigned to the staff of *The Tailspinners*, Lackland Base publication. Pvt. Buchanan had previously assisted his father, GEORGE S. BUCHANAN, publisher of the *Marlin* (Tex.) *Democrat*.

IRA A. GREENBERG (Oklahoma '49) has been recalled to active duty as an enlisted reservist and is now serving as assistant editor of *The Goodwin*, Ft. Riley, Kan., weekly newspaper.

HOWARD F. BEKE (Georgia '47) is now assistant field director with the American Red Cross at Camp Polk, La.

ROBERT C. HEYDA (Wisconsin '31), director of public relations for Frontier Airlines, Denver, has been recalled to active duty, assigned to headquarters staff of Fifth Army at Chicago. He served five years with the Army during World War II, leaving the service as a captain in the military intelligence reserve. He was with the Jos. W. Hicks Organization, Chicago public relations firm, prior to joining Frontier Airlines.

Capt. RALPH W. BRYANT (Missouri '40) is directing the field liaison branch of U.S. Air Force's Strategic Air Command public information office at Offutt Air Base, Omaha, Neb. Capt. Bryant was formerly a writer and advertising salesman for KOAM, Pittsburg, Kan.

Obituaries

*ROBERT HALLAWELL, 22, (Northwestern '49) while fighting with the 3rd Battalion, First Marine Division, during withdrawal to Hungnam, Korea. He was employed by the Oakland (Calif.) *Tribune* until he was called to service as a Marine reservist.

HARRY W. HICKEY, 47, (Columbia '24), telegraph editor and editorial writer for the *Fayetteville* (N.C.) *Observer*.

BRUCE WILDER, 32, (Georgia '40), associate editor of the *Columbus* (Ga.) *Ledger*.

H. DOUGLAS JOHNSON, Sr., 57, (Syracuse Professional), assistant news editor of the *Syracuse* (N.Y.) *Herald-Journal*.

HENRY W. MARSHALL, 86, (Purdue Professional), founder of the *Lafayette* (Ind.) *Journal & Courier*, former publisher and editor-in-chief and president of the company.

RALPH W. ELLIS, 71, (Kansas Professional), retired editor, Kansas City, Mo., former *Chicago Tribune* day city editor and one-time managing editor of the *Kansas City* (Mo.) *Journal-Post* and Washington (D.C.) *Times*.

EVERETT H. HEUER, 46, (Minnesota '24), former *Anthony* (Ia.) *Herald* publisher from 1932 to 1945.

rectly into a teletypesetter operating unit attached to the keyboard of an Intertype typesetting machine.

Ever since that day, when Lindsay and Brown termed the results "highly successful," the AP reports have been processed and fed into the mechanical typesetting apparatus. Other newspapers on the network include the Bradenton *Herald*, Clearwater *Sun* and Lakeland *Ledger*. The next logical extension appears to be up through the central part of the state weaving in afternoon dailies at Winter Haven and Orlando.

However, one block to rapid expansion has already been thrown up by the mobilization program. Because of the critical nature of teletype equipment and military priorities, manufacturers are accepting orders subject to delays.

In the department of essential statistics, all of the network line charges are now shared equally by the participating newspapers. The equipment needed by each newspaper is one teletypesetter operating unit for attachment to the keyboard of the typesetting machine and one re-perforator, which feeds the tape into the operating unit in old-time player piano fashion. The cash outlay for this equipment figures, as of this writing, about \$3,200.

The service is now costing each member paper about \$55 a week. For that, they receive eighteen columns of type a day, six days a week. Only one-column matter is transmitted in order not to infringe upon a member's individual style.

Transmission from the central office begins at 7:30 a.m. each day except Sunday. The wire is open 24 hours a day, with the heaviest flow of news moving between 7:30 a.m. and 3 p.m.

First thing on the wire each day is a budget of upcoming stories. A code is punched on each tape to identify each story as it moves. This enables individual stories to be checked with the original which has moved on the AP wire printer.

Lindsay says that as the network grows, the cost per paper will probably be determined on circulation figures. The association aims first to serve all Florida dailies in the afternoon field, then establish another circuit for morning dailies.

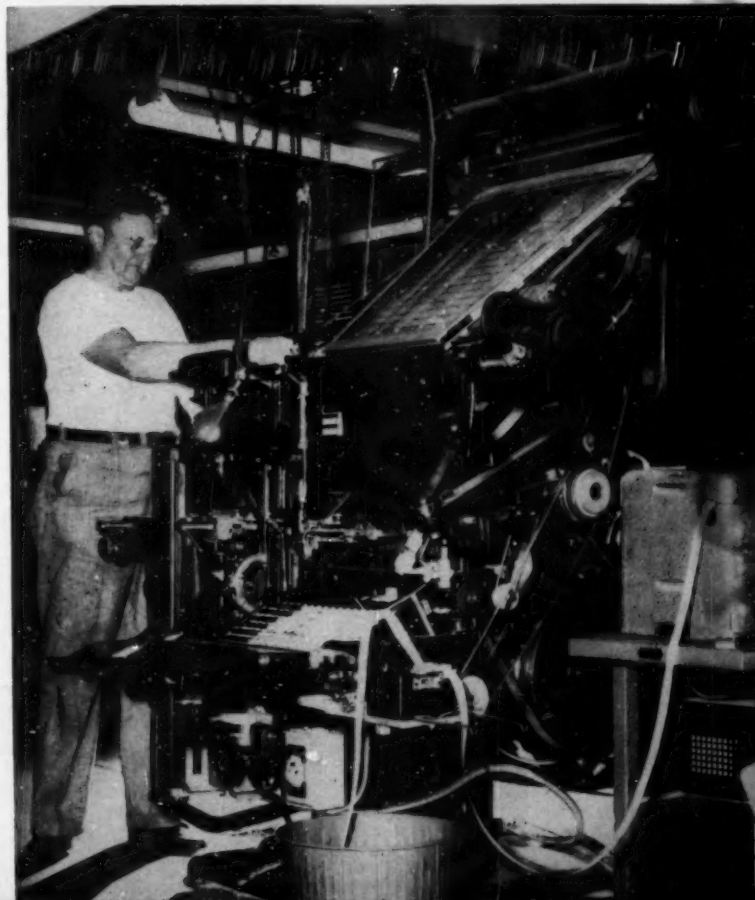
Lindsay has compiled a foot-thick file on the new operation, which he calls "Big T" and discusses almost reverently. He is aware of the system's tremendous potential for service to newspaper publishers and dives into an explanation of same with the speed of a jet job.

(Turn to page 18)

THE QUILL for May, 1951



MRS. FAYE STODDARD (above) operates transmitting machine at St. Petersburg Independent. Below, Carl F. Jones, composing room machinist at the Sarasota Herald-Tribune, feeds new "pig" into machine automatically setting type from the tape.



Annapolis doesn't graduate admirals. Nor does a degree in journalism guarantee an Ernie Pyle. But the record reveals that

The J-School Graduate Is Doing All Right

By JAMES L. JULIAN

B EING taken to the editorial woodshed for verbal thrashings is old hat to journalism schools, but now it's our turn.

The most painful word whippings are those blanket condemnations made blindly, and savoring of the vituperation usually reserved for thrice-convicted rapists, communist spies on the federal pay roll and advocates of press gag laws.

Constructive criticism is needed by the journalism schools. It generates introspection, always a healthful purgative for sluggish academic systems. But often criticisms are caustic and spiteful. Some appear to be inspired, perhaps with justification by disappointment over journalism graduates flubbing assignments and generally floundering about on the job.

The purpose here is not to do a general fumigating of journalism schools and their graduates. But it seems apropos to place in evidence some mitigating factors that may well be considered by j-school foes.

Of dubious value are below-the-belt blows such as *Time* magazine administered September 18, 1950. Dwight Young of the *Dayton Journal-Herald* had gathered opinions from fellow editors on journalism schools. He used this information in a talk before a journalism teachers' convention.

Time reported the speech but printed selected adverse responses as "typical comments" and blandly ignored the favorable comments. *Time* captioned its article "Fraud & Delusion."

A breakdown of all opinions contained in Mr. Young's report shows that those generally sympathetic to journalism school training exceed unfavorable opinions two to one, exclusive of the neutral and indeterminable sentiments expressed. And remember that he had solicited criticisms.

I sent this information to *Time*, with a list of forty-six statements from editors all favorable to j-schools and more "typical" by actual count than those printed in the magazine's gar-

bled version. But *Time* stood pat, making no effort to advise its readers that its account of the Young talk was, if not wrong, at least incomplete.

The incident wasn't entirely profitless to the j-schools, however. They acquired a fine example of distorted reporting to dangle before aspiring journalists.

THE *American Mercury* (October, 1947) contained an article called "The Failure of Journalism Schools" which was loaded with specious argument, fatuous reasoning and vitriolic undertones. The only effective rebuttal to such blanket indictments is documented refutation.

Among the unsupported assertions in the *Mercury* article was this: "... a degree in journalism is nowhere requisite for employment on a newspaper, indeed such a degree has little more standing in a newspaper office than a doctorate in mortuary science. Most city editors prefer to hire men and women whose academic training has been acquired outside the schools of journalism."

To test the validity of such statements, the University of Miami journalism department queried the managing editors of the nation's large dailies. More than one-third (62) of the managing editors with circulation in excess of 50,000 responded. Their sentiments sharply contrasted with the theory expounded in the *Mercury* diatribe. One question was: "If you had to hire a man for a job for which a journalism major and a liberal arts major applied which man would you hire—all other factors being equal?"

Only eight per cent said they would choose the liberal arts major.

It seems more than strange that a magazine with the research capabilities of the *Mercury* could not determine this state of mind among the nation's leading magazine editors.

Constant, conscientious effort toward self-improvement is being made by the journalism schools. The American Council on Education for Jour-



JAMES L. JULIAN takes up a cudgel against editors and magazines that still scoff at journalism schools.

nalism, composed of teachers and practicing journalists, continues its labors to raise standards.

The group functions not as a policing agency but as an accrediting body to investigate and approve institutions meeting specified requirements for instructional staffs and facilities.

The trend is toward the schools going to employers of journalism graduates to learn how the talent performs in the shop. Dr. Earl English of the University of Missouri recently released the latest results of the ACEJ Accrediting Committee's four-year study of employers' evaluation of journalism graduates at the end of their first six months work at news, advertising, radio and related jobs.

Employers rated nearly 2,500 graduates of accredited schools on some twenty items. Median ratings in each employment category were considerably above average. Dr. English sees the project as an effective means of showing each school where it stands relative to other institutions in employer acceptance, and also the strong and weak points in instructional programs.

JOURNALISM teachers are not faultless. We must confess our sins and pledge fewer transgressions before hoping for absolution from critics. Too often we trudge along under the burden of moss-laden backs instead of blazing trails. We've over-emphasized research in the history of journalism instead of making it by realizing our potentials, and perhaps duty, as investigators of current problems.

Frequently our research amounts to what J. Frank Dobie called digging

(Turn to page 16)

Newsmen yearning for wider range and extra pay checks may be overlooking green pastures underfoot. Wayne Gard has found that

Grass Roots Yield Pay Dirt

By JOHN T. BILLS

ACROSS the muraled foyer of the Dallas Morning News strides occasionally a tall frontiersman in cowboy boots, with the winds of many winters on the plains showing in his ruddy skin.

"Must be looking for Wayne Gard," murmurs one of the office boys as the old man steps into the elevator.

Likely as not, that's where he's heading. Probably he has another story about hunting buffalos, surviving a frontier blizzard, trailing Longhorns to Dodge City, or capturing a band of horse thieves.

Gard will listen with attentive ear. For eighteen years he's been writing editorials and occasional articles and book reviews for the *News*. He keeps close touch not only with current happenings in Dallas and Texas but with people and events that provide links with the frontier past.

From the windows of his office on the third floor, Gard views the skyline of downtown Dallas, one of the most up-and-coming cities of the Southwest. Yet he sees more than skyscrapers and boulevards. His eye bares the rolling plains where Indians used to hunt the buffalo, where conquistadors from Spain explored a virgin country. He sees the log cabins of the pioneer settlers and the dust of Longhorn herds pointed up the Shawnee Trail toward Kansas.

THIS interest in regional history is not that of an antiquarian but of one who views history as a necessary background for understanding the present. "We need more history in the schools," he says, "and more in the newspapers. Both the reporter and editorial writer can do a better job by knowing what led up to the events or problems with which they deal."

Thousands of *News* readers have found in historical articles by Wayne Gard a closer link with the frontier background of their communities. They have discovered an anchor in the past that makes for social stability.

Many of them, from garage man to governor, have written him letters. Some have been reminded of anecdotes handed down from their pioneer grandfathers. Others have been surprised and pleased to learn of the past of their familiar haunts.

THE QUILL for May, 1951

Gard, whose father was born in a log cabin on a prairie, came naturally by his interest in frontier history. He did his growing up in small towns, where he never was far from the grass roots. He knew many a pioneer who had survived Indian attack, drouth and grasshopper.

THE historical articles that Gard writes for the *News* are a sideline to his main job as an editorial writer. Printer's ink has been sticking to his hands since he was fourteen years old. He has been a railroad reporter, a city editor, a telegraph editor, a political writer and a foreign correspondent. Once he took a turn as assistant editor of a slick monthly magazine in New York, but found the Manhattan atmosphere too confining.

The editorial page of a big daily like the Dallas *News* is, of course, no one-man job. It is the work of six writers, headed by William B. Ruggles, and two cartoonists. While a staff of

this size allows some specialization, each of the writers is prepared to handle almost any subject that comes up.

Gard's editorials have ranged from civic developments, state issues and farm and labor problems to national politics and foreign relations. They have been reprinted widely and have had their share of awards. In 1941 an editorial he wrote on the danger of Hitlerism won first award in a nationwide competition sponsored by the National Defense Alliance. In 1950 one of his on soil conservation took first place in the state-wide competition of a conservation organization.

Wayne Gard keeps in close touch with the people who make news and who read newspapers. He makes acquaintances on the streetcar and gets fresh viewpoints on current issues. He talks with many local officials and key businessmen. He uses the telephone to check statements that might be open to question.

(Turn to page 20)

WAYNE GARD, at his typewriter in the Dallas Morning News, may be after facts for an editorial or talking to an old-timer on Texas history.



The J-School Graduate Is Doing All Right

[Continued from page 14]

for bones in one graveyard to be reburied in the obscurity of another.

Our membership does include some who look upon their jobs as semi-retirement requiring about 15 hours work a week. But such pedagogical con-men are found in about the same proportions in chemistry, English, history and other fields. Journalism has no monopoly on the intellectual grifters. Compositely, we're pretty normal.

Historically, j-schools are still in swaddling clothes, but they are steadily winning approval and support of the practitioners. Their services to the profession are shaping up at an accelerated pace.

Schools have to buck stout resistance in removing skeletal impediments from their academic closets. Archiac university policies literally invite instructional inefficiencies. Tradition decrees that no direct check be made to determine just what a professor does in class.

Once hired, he's pretty well entrenched for life unless he strays from the path of moral righteousness. We are haunted by the superstition that any classroom supervision of teachers impinges upon the sacrosanct spirit of "academic freedom" and leads directly to "intellectual bankruptcy," whatever that is.

No one knows just how much academic fraud is perpetrated under the excuse of academic freedom. The instructor, with no direct appraisal of his work, has no rein besides the sensitivity of his own conscience.

MOREOVER, the raw material sent to be molded by the j-schools isn't always flawless. Some is downright shoddy. Employers who find a graduate deficient might well visualize what instructors discovered when he arrived on campus as a freshman. His journalistic naivete that disappoints the boss is the same thing that's grieved instructors for four years.

With all the tinkering and pedagogical fiddle-faddle that goes on in some public school systems, one shouldn't find it amazing that the high school graduate is often abysmally unlettered.

Some educational theorists in high places pressure teachers to give "social promotions" to students who are too lazy and/or too stupid to achieve basic minimums. The reasoning here seems

to be that it hurts a student's morale to be flunked and he benefits socially by association with his age group, regardless of his efforts or achievements. The most obtuse youngster soon learns how to beat the promotional raps without working. I did.

There's a terrific pressure being exerted for higher mass education, even if it means our becoming a nation of degree-holding semi-literates. We're bound to graduate a lot of mediocre journalism prospects when the half-wit in the classroom can look so good compared to the no-wit.

Sentiment prohibits the tax supported universities from excluding the misfits. And the privately endowed colleges must meet competition. However, the tendency is to grub out the

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

While the press of this nation today is by far the best in the history of the world and the best in the history of this nation, we shall look back upon the papers of today and regard them as Model 'T,' good but outmoded.

BASIL L. WALTERS

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

dullards. They're easier to discover in the realistic labs, modeled after the professional shops, which many schools have set up for writing, editing, photography and advertising courses.

Still, the professional school incubators can't perform genetic miracles. The journalistic eagles that soar from j-schools came as embryonic eagles. There's no hatchery magic for the buzzard eggs.

Merits of the schools cannot logically be assayed on the performance of some graduates any more than the American press can be judged by some editorials, including the *Daily Worker's*. The schools usually regard only one of five graduates as a good prospective journalist and one of ten excellent.

If the schools can't keep some sub-par talent from graduating, employers could refuse to carry it as a pay roll item. More selective hiring is indicated. Unless applicants present scholarship records and school recommendations during employment interviews, their personalities may be given more importance than academic achievements. Then the boss may soon

discover the same deficiencies that the teacher has bemoaned for years.

Nothing blacks the eyes of j-schools as much as their graduates' failure to come up to taw. Dr. English's last report says: "Employers are learning that a thorough check of a candidate's general intelligence, aptitude, and training with the graduating institution is well worth the time and expense involved." The Accrediting Committee, at the request of schools, now asks employers who rate graduates: "Was the school questioned as to the employee's fitness for this particular job?"

ANY notion that the schools can turn out well developed journalists should be dispelled summarily. They can't, any more than other university subdivisions can produce graduates ready to function with the finesse of experienced professionals.

Engineering schools aren't turning out engineers. They graduate only prospective engineers. The service schools, West Point and Annapolis, aren't graduating generals and admirals.

Is too much expected of the journalism graduate? There's little expression of editorial disenchantment over business administration schools' failure to produce bumper crops of top-notch executives at each commencement. And it's just as impossible for j-schools to turn out only Brisbanes and Pyles as it is for law schools to produce nothing but Darrows and Fallons.

Somewhat equivocally, j-schools have been flogged for both intense trade-schoolish specialization and superficiality in touching only the basic journalistic fundamentals. The typical student takes about one-fourth of his work in technical journalism courses, the remainder in liberal arts.

Admittedly he graduates before having mastered the ideal skills in interviewing, laying out ad copy, judging news values, preparing a script for broadcast, etc. But he's easier to break into the routine of shop operation than the fellow who skipped all j-courses for an additional year's study of renaissance drama, rural sociology, music appreciation, and French essays.

The journalism-schools at best can lay only the ground work from which professional development comes more easily after the graduate is on the job. They spare editors the chore of giving cub training in the news rooms and reduce the time needed for a beginner to become a useful member of the staff. Although his final and most valuable training must occur in the shop after he's hired, his schooling serves as a catalyst to speed the transformation.

INS STAR WINS TOP NEWS AWARD



WILLIAM K. HUTCHINSON

International News Service is proud that William K. Hutchinson, veteran chief of its Washington bureau, has been honored with the 1950 Sigma Delta Chi distinguished service award for Washington correspondence.

This is the third Sigma Delta Chi distinguished service award to an INS writer in the past two years. A year ago, Bob Considine won the general reporting award and Kingsbury Smith was honored for outstanding foreign correspondence.

The award to William K. Hutchinson was based on his illuminating series of articles presenting the answers of top American military authorities and President Truman's closest Cabinet advisers to the question: Is War Imminent?

The panel of judges termed the Hutchinson series "a good piece of old-fashioned reporting dealing with a question uppermost in everybody's mind and on which there was little information at the time." The judges also cited Hutchinson for taking up the subject of civilian defense on which there was also a vital need for information.

International News Service is grateful for this recognition bestowed upon William K. Hutchinson—one of the outstanding stars on the famous INS all-star team of great journalistic craftsmen . . . a team whose extraordinary performance record has helped to build the INS tradition for enterprising, accurate and distinctive coverage of world events.

INTERNATIONAL NEWS SERVICE

Which Are You Really Mad at, Mr. Wylie?

(Concluded from page 11)

ican newspaper an exercise in sadism?"

Let's just pause here, trifling though it is. "Every American newspaper" would include the *Christian Science Monitor* and I, for one, would hardly call the *Monitor* a daily "exercise in sadism."

Phil Wylie wrote "every newspaper" but I don't think he meant it. I would question whether he intended to add the *New York Times*, too. And there are many others. My only point is that Phil Wylie's habit of throwing the book doesn't allow for even a minor, necessary qualification.

I know he can say that I am twisting the thought; that obviously what he was talking about was the American press as a generalized whole. I still say that he wrote a clumsy sentence for a skilled craftsman.

Wrote Wylie: "And it is not possible to criticize or deplore a nationally advertised product or gadget as such."

That's a nice piece of guff. For instance, what about the recent episode where many American newspapers teed off on the television industry and batted it around for that piece of advertising stupidity about buying TV sets for Christmas or running the risk of ruining the kiddies' lives?

There were a good many dollars and cents tied up in that advertising campaign but it didn't seem to bother the "kept" editorial writers very much.

There are a good many newspapers around the country which can come up with chapter and verse about all manner of criticisms about advertised products. If Mr. W. were a little better researcher he could have made a passing bow to the many newspapers which took on the patent medicine advertisers at the time of the fight over the Pure Food and Drug Act. But that would have spoiled the Wylie prose system, I suppose.

HE gives us—the press—the works for Americans being sports-minded. "Whence our arena-appetite," he asks, "that causes the press to give more space to the fistfucks of local boxers than to a war?"

This is arrant nonsense. Mr. Wylie did not mean it, I feel sure, to be taken precisely as written. But he did write it. I think I know what he meant, but even so he's either completely misinformed or he hasn't seen many newspapers lately.

He goes on:

"Why do we gamble so universally?"

"Drink so much?"

"Why are we not allowed to discuss copulation and reproduction?"

"Why is it that a girl will be arrested this year for wearing a costume every girl wears next?"

What, may I ask, does all this have to do with the press as a functioning unit in society?

After all, newspapers do crusade against the gambling joints and the wide-open saloons; we catch the devil for printing too much about sex; and we do print the cheesecake of the girl arrested this year for what all of 'em will be wearing next.

Even if newspapers were cast in the Wylie image, I hardly think there would be no gambling, no drinking, no sex. Mr. Wylie here is not really sore at the press. He is angry with the American people—the ones who really put the thumbs-down on his column. So he takes it out on the press, with an almost incredible lack of a sense of humor.

Take this crack: "I found it fun, while it lasted, to see the Fourth Estate convulsed with terror by thoughts which have been incorporated in the heads of all knowledgeable people for a quarter of a century."

And this one: "The atomic bombs haven't arrived at this writing but all else evil that I predicted has happened exactly as predicted."

Or this: "The chance (for a 'peaceful world') went by—five years of it—unnoticed by nearly all, undefined by anybody but me."

I thought at the time that only one of two characters could write like this—a great comedian or a charlatan. Obviously I don't think Mr. Wylie is much of a comedian and it would be rude to think of him as a charlatan. I assume he actually thought he was stirring up the populace.

Well, they all get that way at times.

I do want to toss in a serious note about newspapering on a more balanced viewpoint than Mr. Wylie took. I would like to quote something I wrote a couple of years ago in the *Antioch Review* about the kind of people Mr. Wylie inveighed against so heavily:

"... everywhere I see my colleagues working constantly to grade up their products; learning every day how to attract more readers to news that they ought to be reading; slowly, but surely, building up a sense of political and social responsibility in the minds and hearts of their readers."

To me, these are the real heroes of newspapering. Their names appear in no by-lines. They get a great deal of scorn heaped on their heads. Some say they are men who have sold their souls. Others call them pure technicians intrigued only with the mechanics of newspapering.

"There are some who may be that. I do not know many of them. Most of those I know have the hardest roles of all. They know that the goals they seek will not be attained in their lifetimes. All they are trying to do is to push newspapering ahead—to make it a vital and progressive force in the lives of the people they serve. If they sometimes do it behind a somewhat cynical and jocular veil, theirs is none the less a proud and honest crusade."

Which, at this writing, is more than I feel like saying for Phil Wylie, ex-columnist.

Wires Flash Type to Dailies

(Concluded from page 13)

As I listened to him unfold the story, he often interrupted to urge me to ask questions.

"I feel so close to this thing," he explained, "that I find it hard to explain in general terms. So please ask questions." And ask them I did. Here are some of the answers:

It will speed up the business of getting out a newspaper, lower costs and eliminate one more chance of error in handling news. Another pair of thoughts behind the project were that the time had come for newspapers to take advantage of developments in the field of electronics to shorten another

technical step needed to put a story into type—and that the network will prove its worth in the event of another war-created manpower shortage.

Asked about some of the major problems that had to be overcome, Lindsay thoughtfully picked up the engineer's slide rule that is always on his desk—as though seeking the answer there.

"We've had to re-educate desk men," he said. "Some had difficulty in gearing themselves to handle stories already in type after working with copy so long."

Editorial changes in teletypeset mat-

ter are simply made in galley proof instead of the original copy. If a news or telegraph editor wishes to shorten or alter the wording of a story, the necessary typographical corrections are made on the member paper's own composing machines.

Lindsay had high praise for the journalism research departments at the University of Florida and Florida State University. The University of Florida is conducting a style survey to standardize as much as possible the treatment of copy.

"We believe there must be one best way we can agree on to spell a word in English," Lindsay said.

Florida State is surveying the daily news budget to find out the types of stories most used by member papers.

"PROBABLY the most intricate problem in the whole thing,"

Lindsay said, "was working out details with publishers of these independently owned newspapers. But we were able to do it and there is now close cooperation among them all."

Lindsay spoke words of high praise for other publishers in the network and the Associated Dailies of Florida, for AP and telephone company officials, and for editorial and mechanical employees of the member papers for their contributions to the project.

But I came away from the interview with the feeling that it was his diplomatic and skilful handling from the top that brought this revolutionary new cooperative effort in newspaper publishing from the idea to the working stage.

Which takes us back to my initial thought: The Associated Dailies just picked the right man for the job.

reached nearly 3,000, the revenue was insufficient to pay current and past bills. *New Horizons* ceased when its war and peace policy conflicted with the national temper.

Increasing printing costs in the late 'forties, source of trouble for all magazines, of course touched these little ones. A few turned to other printing methods, such as offset, but the hardy group that survived the war found private or academic support.

HOFFMAN, Allen and Ulrich, authors of the only substantial book on these magazines ("The Little Magazine," 1946) divide them into six groups. Their purposes can be understood from the classifications: poetry, leftist, regional, experimental, critical and eclectic.

Even if these periodicals were on the newsstands, they would not sell. They are unprepossessing in appearance. They present successive, unbroken pages of verse and fiction, articles and editorials, departments, and a sketch or two.

Few suburbanites will spend a dollar for the *Kenyon Review* when the *Saturday Evening Post*, which is far larger and more readable, is available for fifteen cents. The content of most little magazines is too esoteric for the ordinary citizen.

The ephemeral "littles" have collectively protested against security and against the smugness that they believe accompanies security. They claim originality, intellectual honesty, and literary influence as their reward in place of solvency and fame. In the mid-thirties, when Robert Cantwell examined more than fifty, he discovered such statements of purpose as:

"We want to reach the unknowns." "We want to encourage young writers." "Our task is to combat stark leftism in proletarian literature." "... agencies through which writers, with something more in them than a dubious ability to write advertising copy disguised as fiction, could establish themselves."

More recently Lee Lukes, editor of *Decade*, which successfully ended its first ten years in 1949, explained in this quarterly that she believes "a little magazine does not set the trends to be followed by writers, but rather discovers them."

New and young writers failing to make Mrs. Lukes' distinction, however, often as not look to the little magazines as models and setters of trends. Instead of taking to the little publications what they write of and out of themselves, they write as the magazine publishes and are imitators instead of originators.

Those Little Magazines

(Continued from page 10)

received more ready acceptance in the commercial magazines the little magazines turned more to criticism than original publication. The 1940's found them engrossed in critical theory and political maneuverings, and sharply divided over the publication of orthodox, realistic writing as against non-commercial material variously called surrealist, dadaistic, or other terms.

There is ready evidence that the credit to little magazines for the discovery and encouragement of new writers is deserved. *Poetry*, now grown out of the "little" classification, was the first periodical to publish the poetry of Vachel Lindsay, Carl Sandburg, T. S. Eliot, Elinor Wylie, Sara Teasdale, Sherwood Anderson, Any Lowell, Hart Crane, Archibald MacLeish, Robert Penn Warren and Jessie Stuart.

Ernest Hemingway is a famous discoverer of the little magazines. A virtually unknown periodical, *The Double Dealer*, first published one of his short stories. After several other little magazines used his stories, he published his first book, "Three Stories and Ten Poems," in Paris.

This thin collection came to the attention of Charles Scribner's Sons, who in 1926 published Hemingway's first novel, "The Sun Also Rises." A notable literary career, encouraged by little magazines at the start, was under way.

Other noted writers nurtured by the little heard of little magazines include D. H. Lawrence, Richard Aldington, Aldous Huxley, Ruth Suckow and Alfred Kreyenborg. In the '40's there first appeared on their covers such names as William Carlos Williams,

Truman Capote, Nelson Algren, Richard Wright, Langston Hughes, and Conrad Aiken.

DESPITE this service, most magazine readers in the U. S. know little or nothing about *Epoch*, *Accent*, *Furioso*, or others extant in 1951. They are obscure because their owners cannot afford wide newsstand distribution and elaborate promotion. A more important reason is that the general public is not interested in their content.

It is a small operation. One or two persons generally do all the work except the printing and the bulk of writing and illustrating, although several of recent years are hand-set, hand-printed, and hand-bound—*Decade* and *Retort* for example.

New Horizons, issued from 1938 to 1941, in Chicago, offers a typical picture of how a little magazine functions. Begun by a young couple, Robert and Margaret Williams, it was first called *Creative Writing*.

After re-christening, announcements were sent to writers' magazines saying *New Horizons* was interested in manuscripts of many sorts, and a post office box was rented. An associate editor collected an average of 200 manuscripts weekly, sifted and recorded them, and submitted the possibilities for publication to the Williams.

Only the printer was paid; anything more was impossible. He delivered the copies to the editor's home, where they were mailed to subscribers or shipped in bundles to a few large city bookstores.

Although at one time circulation

Newsmen Find Headaches, Headlines at SHAPE

(Concluded from page 9)

Newsmen in Paris get little in the way of official communiques from which to quote. Press Release No. 6 came out nearly two months after No. 1. Officers on the staff are gunshy of the press, even in the officer's bar downstairs.

Brigadier General Charles T. (Buck) Lanhan moved in to take over as public relations chief late in February. He came to the job from Brussels, where he had been directing the Military Aid program.

One of General Lanhan's first acts was to eliminate the narrative form of press release. "From now on," he said, "releases from this office will tell what's happening and why, without comment."

It was a welcome change from the usual wordy form of handout. Newsmen could use their own clichés!

SHAPE public relations, at this writing, have simmered down to a fairly efficient operation, with seven officers, three secretaries and assorted enlisted personnel, plus a photographic staff.

There still is no formal accreditation, and it's a fearsome worry SHAPE still has to face. This organization is deliberately formed as a weapon against Communist aggression. Yet in Paris, already formally accredited to the French Government, are a dozen or so Communist newsmen, including *Tass* and *Pravda* reporters.

Whether to accredit Communists "or let them make up their stories without any help from us," is a problem facing SHAPE headquarters.

Meantime to get into SHAPE, you present some form of identity card—a passport will do—to a military policeman at the door. That gets you into the lobby. But to go upstairs a visitor has to present himself at a security desk, where an officer gets telephone confirmation that he is known to the person he wants to see. Then he pins on you a three-inch white disc with a number.

The Astoria, where SHAPE offices are located, is in downtown Paris. General Eisenhower and his high staff officers occupy one whole floor of the Trianon Palace Hotel in Versailles, fourteen miles away. Permanent headquarters are now under construction fifteen miles in another direction.

Nearly everything being done in SHAPE is top secret, by the very nature of an international military

headquarters. But what makes it even tougher for newsmen is the inclination to regard everything such as the weather and time of day as equally classified.

Grass Roots Yield Pay Dirt

(Concluded from page 15)

Several times a year he gets out into the state for broader horizon and new contacts. The trip may be to cover the route of a new highway, to check livestock developments on the King Ranch, to explore the Big Bend wilderness, or to hobnob with old punchers at a cowboy reunion. Each time, he comes back with the makings of editorials and articles.

One of the compliments he most cherishes came from an old-timer he met on one of these trips, the late Capt. E. E. Townsend of the Texas Rangers. After a hard day in the saddle, on rough trails in the Chisos Mountains, the rugged Townsend expressed pleasure at finding a city man who not only could handle his horse on unfamiliar ground, but could keep in the lead of the party all day.

Physical fitness, Gard believes, is essential to any man's work. At 32 he keeps his yard trimmed, chops his own fireplace wood and plays tennis the year around, even when he and his fellow players have to sweep snow off the court.

The magazine articles and books that he writes in his spare time are largely an outgrowth of his work for the *News*. Often a magazine editor sees something of Gard's in the *News* and asks for a more detailed treatment of the same subject. His articles, most of them on frontier history, appear frequently in the *Cattleman*, the *Western Horseman*, and the *Southwest Review* and occasionally in the *American Mercury* and other magazines of national circulation. Four have been reprinted in *Reader's Digest*.

BACK in the fall of 1933, Gard interviewed a retired Texas Ranger captain, the late June Peak. Peak told him of leading the last buffalo hunt out of Dallas and of heading the chase of Sam Bass, the famous brigand and train robber of the 1870's.

The headquarters telephone book, for instance, is a mimeographed folder of some eight pages with one-inch red letters on the front saying "Restricted."

When one colonel, not in public relations, gave a newsmen a bit of information in the officers' bar recently, he supplied his own suggested attribution.

"You can say," he chuckled, "that this came from 'a highly reliable leak.'"

Later, Gard ran across other material on Sam Bass and began digging for more. There was too much of it for the *News* to use. It spilled over into a biography that was published in 1936. Later a Hollywood producer bought the film rights. Today, collectors of Western Americana pay forty dollars for a used copy.

In 1949 the University of Oklahoma Press issued Gard's third book, which had been completed with the aid of a Rockefeller Foundation research grant. This was "Frontier Justice," an informal history of the rise of law and order in the West. This book went into a second printing within a month and was on the New York *Herald Tribune's* list of outstanding books of the year. Now it is being reproduced in Braille.

Reviews, from New York to San Francisco, were almost uniformly favorable. Joseph Henry Jackson wrote in the *San Francisco Chronicle*: "Mr. Gard writes with fresh enthusiasm and vigor. His book has the authenticity of a carefully documented thesis and the robustness that comes from full knowledge of the subject and a fine gusto in the telling."

Now, as evenings and weekends allow, Gard is gathering material on the great cattle trails that once led from Texas to Kansas. He is particularly interested in the Chisholm Trail, over which several million Longhorns traveled. In time an authentic book may come from this probing.

Active also in many Dallas groups, Gard's presidencies have ranged from the Dallas Coin Club to the Dallas Association of Phi Beta Kappa. Visitors at his home find outstanding Western paintings and a noteworthy collection of records of cowboy songs.

But if they want to see Wayne, they usually have to drag him from his garage-room study, where he likely has been digging into some long-forgotten incident of Western history.

Thanks again,
SIGMA DELTA CHI!

ONCE again, Collier's magazine is grateful for unusual honors conferred upon us by your organization.

In bestowing your 1950 Distinguished Service Awards in American Journalism, you have singled us out for threefold recognition:

For Public Service in Magazine Journalism—Collier's was cited for "Hiroshima, U.S.A." This is the article that graphically depicted what would happen if an A bomb hit New York City.

For Magazine Reporting—The award went to Gordon Schendel for his courageous exposure of racketeering in the forceful article, "Something

Rotten in the State of Pennsylvania."

Magazine Reporting Citation—Howard Whitman was honored, as in 1949, for his brilliant series, "Terror in Our Cities."

Collier's is the *only* magazine in the whole weekly or semi-monthly field to have won *anything*.

And this is the second consecutive year we've gathered more than our share of laurels. (Last year "The Secret Boss of California," "Terror in Our Cities," and Lester Velie's exposé on the Binaggio machine *all* received awards.)

We'll try to keep on being the kind of magazine that merits your professional approval.

From Quill Readers

Editors, The Quill:

You've done a wonderful job of revitalizing THE QUILL. I am proud of it and wish you continued success.

W. M. (Bill) Glenn
Miami Beach, Fla. Florida Sun.

(Billy Glenn was one of the founders of Sigma Delta Chi, a fact which makes his commendation doubly heart warming.—The Editors.)

Editors, The Quill:

I always look forward to a leisurely reading of THE QUILL. I do have one suggestion—a broader recognition of journalism and journalists in the field of radio.

Lindsay MacHarrie,
New York. Calkins & Holden.

(The editors are eager to publish timely articles on radio journalism. We have the demand, but the supply is short.)

Editors, The Quill:

THE QUILL gets around and is read in Washington. I have had a number of telephone calls and quite a few letters in response to my article in the February issue on radio's responsibility in the current crisis.

Charter Healep
Atomic Energy Commission.
Washington, D. C.

Editors, The Quill:

For the first time in years I read this last QUILL (February, 1951) with deep interest. It was a refreshing shock to see how you have changed the old girl. It seemed to me to, for once, have some guts to it.

You are most certainly to be commended and I hope people will back you up in reaching out for intelligent articles such as those presented in this particular issue. How well I know that it is no easy job to get articles of that kind and to avoid the type of pap that makes the average newsman's publication the "world's worst newspaper by the world's best newspapermen." And I shudder to think of the Monday morning quarterbacks who look over your shoulder!

William G. Key, Editor
Washington, D. C. The Pegasus.

Editors, The Quill:

Congratulations on the new QUILL. An impressive improvement.

B. A. Bergman,
Publisher Industries.
Philadelphia.

Editor, The Quill:

You have had some very fine articles in THE QUILL in recent issues but one of the finest, in my opinion, was Philip Wylie's "What Freedom of What Press?" in the February issue.

Your editorials are exceptionally good, too—critical, analytical, thought-provoking. More than anything else, THE QUILL makes me proud I am a member of Sigma Delta Chi.

Louis R. Huber
Boeing Airplane Company,
Special correspondent,
Christian Science Monitor
Seattle, Wash.

Editor, The Quill:

I send my congratulations on your February issue, which proves that a magazine need not be voluminous to be highly readable and timely and useful. The issue strikes me as the best one in a long while. You are very much in touch with reality. The Philip Wylie article is particularly good.

Edwin Wintermute, Editor
Michigan Educational Journal.
Lansing, Mich.

Editor, The Quill:

I forwarded two copies of the February QUILL ("Free Czech News: 1951 Model" by Robert E. Black) to Josten of the F.C.I. (Information Service of Free Czechoslovakia) in London and received a letter reading, in part:

"... the situation is changed in many respects. Although we still fight very hard for financial survival, the moral attitude has entirely altered. We are now very often quoted and we are given credit for our reports, even by official sources."

His bulletin letterhead also shows changes. Montreal and Te Awamutu, New Zealand, appear as cities where F.C.I. maintain a correspondent. He mentions *Agence French Press* and *Exchange Telegraph* as among his new customers.

Robert E. Black
St. Louis Star-Times

Editor, The Quill:

It's a swell job (THE QUILL for February). I especially enjoyed the editorial about foreign correspondents and old-fashioned reporting. Any weekly editor can bemoan the same lack of interest in what HST once told us—"police reporting."

Neal Van Sooy, Editor
Lakewood News-Times
Long Beach, Calif.

Editor, The Quill:

To my mind, the best thing that has happened to THE QUILL in a long time is the Wylie article in the February issue. Since Wylie's column, "Off My Chest," appeared in the *Miami Daily News*, it is not surprising to us that in expounding on the issue of the freedom of the column, he succeeds also in getting off his chest a number of provocative pronouncements on freedom of the press.

Of course many will not agree with Wylie in all particulars—and I suspect that some will not agree with him at all. But I think that most will readily agree with us that he has one of the most stimulating voices speaking ex cathedra on the American scene.

For my part, I subscribe only to the Wylie thesis on newspaper columns in general. Granted there will be practical problems from time to time in handling a column such as Wylie wrote for us, the column must be given wide latitude if it has a place at all in journalism. I think it does.

As newspaper circulations expand, and the number of newspapers contracts, the dissident column exemplifies the tolerance that must increasingly become the hallmark of the American press.

Thomas W. Hagan,
Chief Editorial Writer
Miami Daily News.

Editor, The Quill:

Last evening I took time to read the March issue of THE QUILL from cover to cover and I was exceedingly impressed with the quality of the articles presented.

It's probably six months ago that I filled out a questionnaire on what I'd like to see in THE QUILL. I can't recall exactly what I said, but I do remember that I pleaded for more articles that would interest practicing journalists. The magazine now fills that bill so excellently that I couldn't resist patting you on the back.

Peter Ham
Batten, Barton, Durstine & Osborn
New York

Editor, The Quill:

I'd like to answer Philip Wylie's article, too. But he slings words far better than I and I fear I'd be no match for him. It was a challenging article, and brilliantly written. But he is as wrong as hell, if you ask me.

But keep such articles coming. We need challenges in this business and a few burrs under the saddle to keep us jumping. It's good for our profession, and I do consider it a profession.

Bob Packwood, City Editor
Beaumont (Texas) Enterprise

THIRD IN STANDARD OIL'S institutional advertising campaign for 1951, this advertisement tells how plowing back its profits helps expand and renew facilities that enable the company to serve you. 150 newspapers and a selected list of farm papers bring the advertisements in this series to readers throughout the Middle West.



GIANT REFINERY UNITS like these at our Whiting, Indiana refinery are among the tools of our trade which help Standard Oil employees to earn good wages and enjoy steady work. Our tools are made possible

by the investment of our many owners. Last year about two-thirds of our profits were retained in the business to help pay for new equipment and thus increased the book value of the owners' stock.

$\frac{2}{3}$ of our profits help pay for the new tools our employees use

THE BETTER the tools a man has on his job, the more he can produce—and the more he can earn. Each employee of Standard Oil and its subsidiary companies is backed by an average investment of \$31,400 in tools and equipment.

There's an old question, "Which came first—the chicken or the egg?" In our case, modern tools and equipment help us make a profit, but we could not have them unless we made a profit. In recent years, about two-thirds of our profits—the money left after paying all expenses and taxes—have been plowed back into the business to help expand and renew the facilities that enable us to serve you.

The remaining one-third of the profits has gone in the form of dividend payments to those who then held shares of Standard Oil as a return on their investment. Last year's dividends had a value of \$3.14 per share of stock.

Because they are good workers and are provided with good tools, our employees earn good wages and have the security of steady work.

Profits benefit our customers, too. Because of profits, new equipment increases the supply of products and improves their quality. That's the customer's "dividend."

Yes, profits give investors a fair return on their investment. They give employees good earnings, and the security of steady work. And they give you a dependable supply of products at prices so economical that gasoline, for example—compared with most of the things you buy—is an outstanding bargain.

STANDARD OIL COMPANY



HIGH PRODUCTION MEANS good earnings for N. H. Jones of our Cooper, Wyoming refinery and for 46,700 other Standard Oil employees. At our refineries one big reason for high production is our modern catalytic crackers, the largest of which can produce enough gasoline to keep 200,000 automobiles running.



HIGH PRODUCTION MEANS a fair return for Mrs. Alvah P. Clayton of St. Joseph, Missouri, one of the many owners of Standard Oil. No one person owns as much as 1% of our stock. Of the institutional owners, including many educational and charitable organizations, no one owns as much as 4%.



HIGH PRODUCTION MEANS lower prices and better quality for millions of Standard Oil customers like Myrtle Mason of Ft. Dodge, Iowa, a regular customer of Nevill H. Farman. Gasoline, for example, now sells at about the same price, or better taxes, as in 1935; on a performance basis it is worth 50% more.

what makes them come back for more?

The successful business is the one which has its customers returning regularly for more of the same fine merchandise and service that they can depend on receiving.

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Because our readers keep coming back every week for more of the solid, informative news of newspaperdom that they've learned—and yearned—to look forward to.

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